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THE Publishers' Weekly

The American Book Trade Journal

VOL. CXIV NEW YORK, SEPTEMBER 8, 1928 No. 10

Coming—October 12

THE EMPRESS OF HEARTS

The Strangest True Story in the World $2.50



The Truth About the Lovely Queen Marie Antoinette

E. BARRINGTON

DODD, MEAD & COMPANY, 449 Fourth Ave., New York

In Active Preparation—

A Big Money-Maker For YOU!

The Complete Works of

WILLIAM SHAKESPEARE

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Everything Shakespeare Wrote in One Volume

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Printed on high grade Bible paper, bound durably, with round corners, red edges, boxed, this is without question *the best one-volume edition of Shakespeare ever offered.* It contains an Index to characters, first lines and notes, a glossary, and all the poems and sonnets.

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Special Quantity Prices on Application

443 4th Avenue **FREDERICK A. STOKES COMPANY** New York

THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. 15c. a copy. Subscription, Zones 1-5, $5; Zones 6-8, $5.50; Foreign, $6. Entered as second-class matter at the Post Office of New York. London, D. H. Bond, 407 Bank Chambers, Chancery Lane.



JOSEPH C. LINCOLN'S

new novel

SILAS BRADFORD'S BOY

$2.00

September 30 days

28

FRIDAY

The most absorbing and heartening story of all the long time of Lincoln successes.

D. Appleton and Company
35 W. 32nd Street
New York

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton general trade line in Canada.

TRIPLETS!

We are receiving congratulations on the arrival of three best-selling Stokes novels:

BEAU IDEAL

by PERCIVAL CHRISTOPHER WREN

—called by W. Orton Tewson over WJZ the best of the three Geste novels—*heads* the list of best-sellers in Baker & Taylor's September *Retail Bookseller.* $2.00

BROOK EVANS

by SUSAN GLASPELL

which we predicted, in a *Publishers' Weekly* ad, would "sweep the country like flame"—has done it! This fine novel leaped at once to the best-seller list and *is staying there.* $2.50

OCTAVIA

by MARGOT ASQUITH

—first novel by the Countess of Oxford and Asquith, author of the celebrated Autobiography—is a consistent best-seller and now in its sixth large printing. $2.50

And coming September 13—another sure Best Seller—Louis Bromfield's brilliant new novel, **THE STRANGE CASE OF MISS ANNIE SPRAGG**—ushered in by a nation-wide promotion campaign.

50 Thousand Copies Before Publication! ($2.50)

We heartily recommend the promotion material of the National Association of Book Publishers as an aid to the bookseller in increasing his business.

443 4th Avenue **FREDERICK A. STOKES COMPANY** New York

The Hounds of God



A New Novel By SABATINI

Three hundred and thirty-seven pages of glorious romance! This story of an English knight's audacious quest to rescue his lady from the grim clutches of the Inquisition will stand with "Scaramouche", "Captain Blood", and "The Sea Hawk" as one of Sabatini's finest novels. ***(To be published October 19, at $2.50.)***

Houghton Mifflin Company

HE *Put the Last Coat of* PAINT *on the Gilded Age*

NO more gaudy figure than Jim Fisk ever swaggered across the American scene. This combined Barnum and buccaneer of Wall Street started life in a circus and carried the finished technique of a side-show ballyhoo into all his varied activities—first as a Yankee notion peddler, then a Civil War profiteer, speculator, manipulator of railways, co-conspirator of Jay Gould in the famous "Black Friday" scandal, corruptor of judges, friend of Boss Tweed, French Opera impresario, and debonair man-about-town.



Jubilee Jim could never tolerate the commonplace. His every act was done with a flourish in the grand manner, whether he was driving French ballet girls up Fifth Avenue to shock the elite peeping from behind Victorian draperies, leading his famous Ninth Regiment through a second battle of the Boyne on a fateful July 12, filling the self-made post of Admiral of the Fall River Line with pomp and circumstance, skinning old Commodore Vanderbilt out of $7,000,000, treading the primrose path with Josie Mansfield, or characteristically meeting death on the grand stairs of the Hoffman House from a bullet fired by a bosom friend.

Straight through to this dramatic murder he spun out the flashy melodrama of his life. For two decades he amused, scandalized, or aroused the hatred of the haut monde of New York and the brahmans of Beacon Street. The people loved him as they now love a movie star. Jubilee Jim was a master showman, the wonder of his day.

Jim Fisk wrote his own story in tinsel letters a foot high on America's flashiest era. Robert H. Fuller has put the facts together with that unfailing gusto which marked Jubilee Jim's manner of living. Charles Evans Hughes contributes a postscript.

If Jubilee Jim were only here to write his own advertising . . . but there'll be plenty of it to trumpet abroad the superlative merits of this biography.

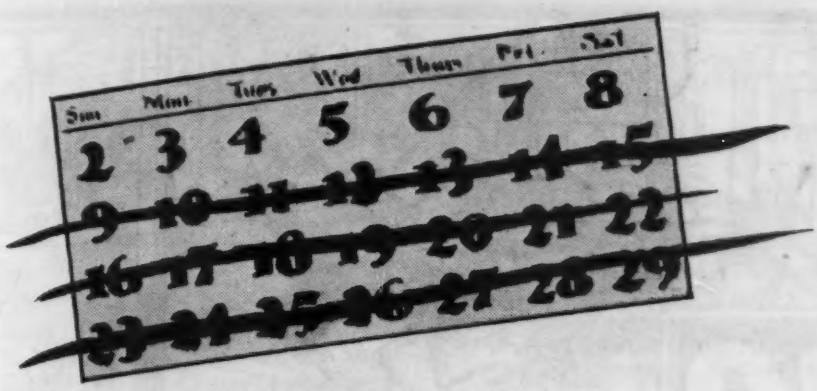
JUBILEE JIM

The Life of Col. James Fisk, Jr.

By ROBERT H. FULLER

Ready for your displays October 9 — Price $5.00

THE MACMILLAN COMPANY **NEW YORK**



Take last week, for instance . . .

This morning we got to thinking about best-sellers—and it suddenly occurred to us that we had a good many on our list. We were interested enough to send for the sales charts; and what we found there is, we believe, interesting enough to pass along to you. Yes, there's a lot of talk about best sellers . . . but where else can you find a group like this?*

SINGING IN THE RAIN, for instance. Published two and a half years ago and off to a bad start. Then word-of-month advertising took hold—later we added newspaper advertising. Last week's sales 435; total, 34,186.

TAMMANY HALL. A slow starter, perhaps on account of the $5 price. Nation wide reviews, intensive advertising and the natural interest of the contents are bringing it rapidly forward. Last week, 409; total, 6,329.

WINTERSMOON just won't stop selling. It was published way back in February and seems to be off on a twelve months' run. Last week, 1,380; total, 73,455.

2,371 FOOLISH VIRGIN last week; total, 37,621. Looks like 80,000 by Thanksgiving.

COUNT LUCKNER THE SEA DEVIL is still at it after almost a year of tearing up records, by Joe! Last week 534, total 72,824.

Of course our prize sensation is JOHN BROWN'S BODY—the Book-of-the-Month-Club sale plus a ten thousand trade advance and then the action was only just beginning. 1st week, 811; 2nd week, 856; 3rd week, 1,045; 4th week, 1,181. No doubt about it—here's a 100,000 word poem that's going to sell a copy for every word. *Who said poetry won't sell?*

MESQUITE JENKINS is another that takes care of itself; the Hopalong Cassidy fans jump at it. Last week, 369; total, 7,631.

THE AGE OF REASON hasn't sold less than a thousand a week since it was published. Last week, 1,034; total, 28,549. And a new advertising campaign opening in next week's Times!

548 for LEW TYLER AND THE LADIES in his first week; total, 4,153. Looks like at least 10,000 on this one, which was serialized in College Humor.

Beatrice Burton's first $2 book, THE LITTLE YELLOW HOUSE, has justified our belief in it. Last week, 263; total, 8,160.

TWO FLIGHTS UP was supposed to be a summer book—but what of it? Last week, 804; total, 33,031.

DOUBLEDAY, DORAN

**All figures taken from the Accounting Department's valuable sales chart for last week.*



Fiction Favorites For the Race of Best Sellers

Started September 6th

Destiny Bay . . . . . By Donn Byrne

Donn Byrne is at his best in this story of an Irish family. It should rank high among the winners. $2.50

Starting September 22nd

Guyfford of Weare . . . By Jeffery Farnol

Farnol is always a leading contender for the honors. His latest is no exception to the rule. $2.50

Starting October 6th

Harness . . . . . By A. Hamilton Gibbs

Gibbs was the big winner in fiction for 1925, and you can back his new entry to the limit. $2.50

Matorni's Vineyard

By E. Phillips Oppenheim

Oppenheim has the winning habit—and this new novel is better than his usual popular story. $2.00

Non-Fiction Favorites

Started September 6th

Memories and Reflections, 1852-1927

By the Earl of Oxford and Asquith, K.G.

War-time disclosures make this a work of world-wide importance. 2 volumes. $10.00

Starting October 27th

This Book-Collecting Game

By A. Edward Newton

All real booklovers are eagerly waiting this new Newton book. *An Atlantic Monthly Press Publication.* $5.00

Boston **LITTLE, BROWN & COMPANY** *Publishers*

from THE INNER SANCTUM *of* SIMON AND SCHUSTER

Publishers* • • 37 West 57th Street • • *New York

 The best story of the week: The SUNWISE TURN BOOKSHOP has been selling *Show Girl* extremely well. *Marcia Cressy* (who occasionally sells Your Correspondent a book) decided to make a Big Window. And it was a beaut. The minute the window was trimmed the book stopped selling. After three days out came the display. And *Show Girl* started selling again, better than ever.

 *The Inner Sanctum* wants it strictly understood that although the story is true, there is absolutely no moral attached.

 It's difficult to write an *Inner Sanctum* column without some mention of *Bambi*. So, let's go once more:—Your Correspondent has prepared a six page folder that is going into every copy of *Bambi* that leaves our shipping room. The folder tells the story of its publication, something about SALTEN, and why we like *Bambi* so well. It ends up with a series of some of the superlative reviews *Bambi* is receiving.

 The idea of the booklet: *The Inner Sanctum* believes that the more talk there is of *Bambi* the more copies will be sold. When a reader has the booklet he will know that much more about the author and (we hope) tell that much more to his friends. When the next shipment of *Bambi* arrives look for this booklet.

 This month's *Atlantic Book Shelf* is better than ever. One of the best practical articles on book manufacturing Your Correspondent has ever read is the one by Paul Johnston on page 20. And if you want to find out one more reason why *Show Girl* is selling, read the M. C.-McEvoy correspondence on page 36.

 September supplies *The Inner Sanctum* with a crescendo of publications and publication dates:

SEPTEMBER 7th:

Professor Bernhardi by Arthur Schnitzler ($2.00)
This is an importation from England. It is a play *Schnitzler* wrote some years ago, and *Schnitzler* fans know about it. It will have only a limited sale.

The Works of Rabelais (Urquhart translation) ($3.50)
There are a number of high-priced Rabelais' on the market. This is the only low-priced edition printed from new plates. We think it should sell well. "Most Noble and Illustrious Drinkers," (prologue) here is the book for you!

SEPTEMBER 14th:

Fascinating Women, Sacred and Profane by Franz Blei ($3.00)
A book of twenty character studies of famous women, sacred and profane, beginning with The Empress Theodora, and Saint Theresa, and ending with Mata Hari. *Mr. Richard Laukhuff* of Cleveland considers this the most important book on our Fall list.

John Wesley by Abram Lipsky ($3.00)
More timely than you might at first suppose. Wesley is very closely tied up with the Prohibition movement. He is the father of Methodism, preached 40,000 sermons and traveled 225,000 miles preaching them up to the age of 88. This is NOT a debunking type of biography.

SEPTEMBER 21st:

The Friend of Jesus by Ernest Sutherland Bates ($2.50)
The friend is Judas, and the story of the gospel is told according to Judas' point of view. While this book is extremely controversial, it is dignified and a work of consummate (even though we dislike adjectives) beauty and dignity. It is about as important a book as we have ever published.

SEPTEMBER 28th:

The Twilight of the American Mind by Walter B. Pitkin ($3.50)
The idea is that America is facing a business and social revolution. An astonishing thesis, thoroughly documented, that defies rebuttal. It appeals to those who read and liked *America's Coming of Age* and *The Mind in the Making.*

Theresa by Arthur Schnitzler ($2.50)
The first full length novel Schnitzler has written in twenty years. In the last three years we have published five of Schnitzler's novelettes. They have made a real audience for Schnitzler, an audience ready to receive this mature, full length, serious novel.

 So much for the September books. Just one paragraph on *The Story of Philosophy.* It's been going at the rate of about 1,000 a month since May. But now something has happened again. More orders come in each week, and in larger quantities. The total the first four days of this *week* is 707 copies.

 Well, *The Inner Sanctum* can't explain it. There's been no advertising. Guess we'll have to keep on calling it the Wonder Book of All Time, and let it go at that.

—ESSANDESS.

2 BOOKS *on which the spotlight of public interest will turn during September*



"My First Two Thousand Years" is colossal, exciting, —it will be *news!* It's a novel on proportions you've never seen before. The story of the Wandering Jew—told in a new way with benefit of psychoanalysis!

$2.50
Sept. 14

Even better than the First Caravan —more stories, more brilliant young Americans. Again literary history will be made. And it will be sold only thru the regular trade (no book clubs or guilds). $5.00. There is also a limited edition, specially bound, autographed — 250 copies only, $15.

To meet the rush of advance orders publication date must be moved on to Sept. 24.

Liberal sales helps
(posters, circulars, advertising)

HAVE YOU STOCK?

E. P. DUTTON & CO., INC.
PUBLISHERS
286-302 FOURTH AVENUE
NEW YORK, N. Y.

To the Trade: September 4, 1928.

Advertising alone won't sell books. Good books well advertised, however, bear watching by the astute buyer. Full page advertisements in the New York Times, Herald-Tribune, Saturday Review of Literature, etc. appearing during October and November; full page advertisements in the October and November issues of the Atlantic Monthly, the American Mercury, Scribner's Magazine, Harper's, Forum, Personality, Yale Review, North American Review; four pages in the October and November Bookman, as well as space in the Sunset Magazine, Theatre Magazine, Nation, Town & Country, Spur, etc., give you some idea of what advertising we have already planned to back Dutton books this fall. Half page, single page or two page advertisements have already been planned for American Boy, Youth's Companion, Children, Child Life, The Open Road, St. Nicholas, Boy's Life and John Martin's Book, during November and December to create a demand for Dutton books for boys and girls in your book shop. We are also trying out a new plan and, if you will look into the cost of advertising space, a very expensive one, in advertising in the Saturday Evening Post, Ladies' Home Journal, and the Pictorial Review during October, November and December.

The books we ask you to watch especially are: Children's books--THE HOUSE AT POOH CORNER by A. A. Milne, GHOND THE HUNTER by Dhan Gopal Mukerji, GAY NECK, the winner of the last Newbery Medal, THE NIGHT BEFORE CHRISTMAS, illustrated by Elizabeth MacKinstry, COUNT BILLY by Greville MacDonald, JAN: SON OF FINN, MUTINY ISLAND, ADVENTURES OF THEODORE ROOSEVELT, SWORDS OF THE VIKINGS, EARLY DAYS IN OHIO by Effie Power and F. M. Everson. General books--A CHRISTMAS BOOK by Wyndam Lewis, LOVE by William Lyon Phelps, HOME by Kathleen Norris, PROPHET AND FOOL by Louis Golding, THE AMERICAN OMEN, THE BALLAD OF READING GAOL, conceptions by John Vassos, SLAVES OF THE SUN by Ossendowski, FAVOURITE JOKES OF FAMOUS PEOPLE, NAPOLEON THE MAN, MY STUDIO WINDOW, THE INFERIORITY FEELING, GEORGE SAND AND HER LOVERS, MARIE ANTOINETTE. Fiction--I SAW IT MYSELF by Henri Barbusse, THE INTRUDER by Blasco Ibanez, RISING WIND, PIGSTIES WITH SPIRES, THE WOMAN WHO INVENTED LOVE, SING SING NIGHTS, SWINGING SHUTTER, THE PATRIOT, BLIND CIRCLE, THE CORPSE ON THE BRIDGE.

Very truly yours,

John Macrae, Jr.

John Macrae, Jr.
Vice-President.



Every man and woman who enters your store is interested in the subject of this novel—

by FAITH BALDWIN

$ALIMONY¢

By the Author of "Three Women," "Departing Wings," etc.

Here is a novel that treats modern divorce from a fresh and startling angle. Faith Baldwin has written a story of great dramatic power about a problem of intense interest and importance today: the legal trickery by which divorce and alimony are made easy and the power of a gold-digging divorcee to wreck the happiness of her husband's second marriage to the woman who really loves him. $2.00

Gay, Sprightly, Sparkling

THE YOUNGEST VENUS

By Berta Ruck

Author of "The Mind of a Minx," "Money for One," etc.

A tale of a girl who was a nobody and an ugly duckling—but who became a social favorite and received offers from men who worshipped beauty. An entertaining, witty novel which no Berta Ruck reader will miss. $2.00

One Hundred Years of AMERICAN RAILROADING

By John W. Starr, Jr.

Author of "Lincoln and the Railroads," etc.

The stupendous story of American railroads from their romantic beginnings to their present high efficency. A great deal of new and original material—rare prints, corporate histories, maps, railroad publications, propaganda schemes, and much unpublished data. $3.50

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AMONG YOUR CUSTOMERS THERE ARE MANY

Brides,

Young business women

and

Other Kitchenette housewives!

HERE IS MANNA FROM HEAVEN FOR THEM:

MAN-SIZED MEALS

FROM THE

KITCHENETTE

A Kitchenette Cook Book

by

Margaret Pratt Allen

& Ida Oram Hutton

THIS IS THE ONLY COOK BOOK OF ITS KIND

Its information ranges from lessons in peeling potatoes to instructions for preparing a six-course dinner in a kitchenette. It should have a large and steady sale. Help us to secure it! Stock this book and recommend it. And write us for engaging window display material.

MACY-MASIUS THE VANGUARD PRESS
100 FIFTH AVENUE, N. Y.

September Publications from Longmans, Green and Co.

WHITE OAK FARM

By ELLIOT CRAYTON McCANTS

A vivid novel of South Carolina during the hard years after the Civil War. The story of a man's struggle and romance. $2.00.



LOUIS XIV

By LOUIS BERTRAND

A distinguished biography, by the brilliant French historian, which completely revolutionizes the popular conception of Louis XIV. The sun king emerges from this book not as a voluptuous despot but as the creator of modern French civilization—a ruler who outdid and outinfluenced Napoleon. A book certain to arouse widespread interest and controversy. Illustrated. $5.00.

THE VARIETIES OF RELIGIOUS EXPERIENCE

By WILLIAM JAMES

A new edition at a popular price of a book which has been epoch-making in the philosophy of religion. Now $2.00.

Companionate Marriage — Easy Divorce? Is there a better way out?

THE MARRIAGE CRISIS

By ERNEST R. GROVES

Dr. Groves, well-known as the author of "Personality and Social Adjustment," brings new ideas to the controversy on the future of marriage. He sees marriage based on a better correlation of society and individual: "What marriage and the home need are not substitutes, but a social institution that gives them a better chance to function." $2.00.

AN AMERICAN COMEDY

By HAROLD LLOYD and W. W. STOUT

Harold Lloyd's frank and humorous autobiography. As brisk and amusing as a Harold Lloyd movie. Profusely illustrated. $2.50.



STONE DESERT

By HUGO WAST

The $30,000 Argentine National Prize Novel

The most popular novelist of South America, author of "Black Valley," presents another absorbing story of life in the Argentine mountains. Free after twenty years of exile, Roque Carpio comes to the Gaucho Country where is enacted an intense and dramatic story. $2.50.

Longmans, Green and Company

Publishers Since 1724

55 Fifth Ave., New York **210 Victoria St., Toronto**

AT LAST— AN ENGINE STORY



FOR ALL SMALL BOYS

The Wonderful Locomotive

By Cornelia Meigs

Pictures by Berta and Elmer Hader

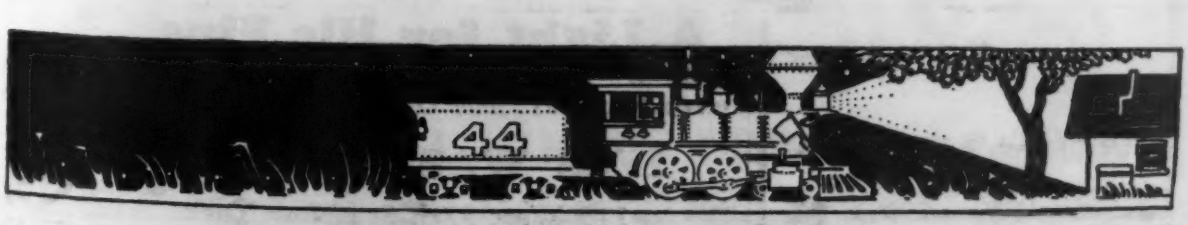
Peter and his dog took the old 44 on a new record run to San Francisco. That's the story. It begins in round house, with old Sven the engineer saving small Peter's life. Then comes the great journey which every small boy has dreamed of making, with his own hand on the throttle.

The author's and the artists' names already are well known in the book trade. We believe that this unusual book will not wait for Christmas to find its way to many thousands of small boys in homes and schools and libraries.

A bright jacket in four colors, green and gold binding, tinted endpapers, four full pages in half tone, over sixty black and whites, book nine by seven and three-quarters inches. $2.00

THE MACMILLAN COMPANY

New York *Boston* *Atlanta*
Chicago *Dallas* *San Francisco*



IVES WASHBURN PUBLICATIONS FOR FALL



September 7th

Get Wise to Yourself!

By Anderson Collett and John O. Emerson

A "party version" of one of the most popular sciences—character reading. 24 analysis charts and typical readings from portraits of such celebrities as Al Smith, Lindbergh, Clara Bow, etc. **$1.25**



September 14th

Jeanne

By Theda Kenyon

The exquisite love story of the Maid of Orleans told as only a woman could tell it. Reveals some startling, little-known facts about the Maid's life. **$2.50**

The Perfect Ship

By Weston Martyr

Everyone who loves boats and the sea will be delighted by this story of the building of the ideal ship. **Illustrated $3.50**

The Luck of the Blue Macaw

By Kenneth Payson Kempton

A thriller for boys from ten to sixty. **Illustrated $1.75**

Walt Henley Overseas

By Alfred F. Loomis

A sequel to that popular adventure book *Walt Henley DSM.* **Illustrated $1.75**



September 28th

The Shadow

By Lillian Rogers

A novel quite distinctive in its revelation of the strange influences in a girl's life. **$2.00**

Like a Man

By Jeremy Lane

The Southwest Oil Country in an exciting yarn. **$2.00**

Chronicles of a Countryman

By Walter A. Dyer

Human stories, humor, and quiet philosophy. Illustrations in tint by Thomas Fogarty. **$3.00**



October 12th

Notre-Dame de Paris

Victor Hugo's immortal classic in a Centennial Edition richly illustrated by Eric Pape. **Boxed $5.00**

A Light for His Pipe

By W. Townend. Another story to justify Townend's reputation as "The O. Henry of the Sea." **$2.00**



IVES WASHBURN, Inc.

119 West 57th St., New York

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"Life, though, is peculiar," said Jeremy.

"As compared with what?" said the spider.

JINGLING IN THE WIND

by ELIZABETH MADOX ROBERTS

***Author of* THE TIME OF MAN**

Miss Roberts has written a gay and mocking farce, totally different from the two novels with which she gained her high place in American letters. It is a grand travesty of modern life, so full of good-natured mockery and Babbitt-baiting that every page can be read and reread with delight.

The same scene that called forth Sinclair Lewis's *Babbitt* and Charles Merz's *The Great American Band Wagon* has here been viewed through the eyes of a woman and a poet. There's humor and wisdom, action and beauty in this tale, but above all there is an originality of theme and style for the most jaded reader.



To be published September 24th, $2.00

30 Irving Place **THE VIKING PRESS** *New York City*

Strongly endorsed by the secular and religious press

CATHOLICISM AND THE AMERICAN MIND

by Winfred Ernest Garrison

$2.50

Says the FORUM:

This is a book that many have long been waiting for. It is an account of the history, the claims, and the organization of the Roman Church. These matters are set forth with extraordinary lucidity and restraint by a learned and very distinguished Protestant professor of history. His wish is to make them comprehensible to the American mind, and he does this with such literary talent that it is hard to lay down the book without finishing it at a sitting.

WILLIAM ALLEN WHITE in the Emporia Gazette:

* * This is no bigot's discourse, but a serious attempt to set forth the philosophical differences which are reflected in the institutional manifestations of Protestantism and Catholicism.

Imprinted circulars sent upon request

Willett, Clark & Colby, Publishers

Chicago *New York*

Sales Representatives

JOHN H. HOPKINS & SON

200 Fifth Ave., New York

The Red Dancer of Moscow

One of the great books of 1928

by H. L. GATES

Author of "Joanna," "Vivian," etc.

A VIVID STORY
OF RUSSIAN LIFE

The book carries you along on a stream of surging, human emotions giving a realistic picture of relations between noble and peasant.

A sure-fire hit which will sweep the country

NOW READY $2.00

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240 W. 23rd St., New York City

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'Phone
Chelsea 6597

We announce that our binding scale for the current year will remain the same despite the increase in cost of leathers, except that our new special modernist bindings in Turkey Morocco must be figured on the same basis as conventional or period bindings in French Levant. We have increased our working force to 25 men, and solicit high-class, responsible patronage from stores and trade agents. Price-lists, and photographs of the modernist work sent on request. We consider our conventional and period bindings to be already accepted by the trade as standards for superior quality.

Your trial order is our chance to earn your complete confidence. Don't forget that we make cases for every possible kind of first edition, rare book, A. L. S., MS., or broadside.

Our Rare Book Department now has somewhat over 1,200 first editions of general interest in stock—some few bound, but mostly in original bindings (the more expensive items in slip or solander cases). We emphasize high-spots in American literature.

Our Autumn list of small editions of bound books includes (apart from the customary supply of fine bound sets and individual De Luxe books—everything from a Seven Seas Kipling to a 1790 super-elaborate Robinson Crusoe) the following issues:

PRICES WHOLESALE NET TO THE TRADE ONLY.

CHESTERFIELD LETTERS, 2 vol. Beau Brummel Edition, full semi-modernist Turkey Morocco, $24.00; ¾ Semi-Mordenist Turkey Morocco, $15.00.

CELLINI, AUTOBIOGRAPHY, BRENTANO 2-vol. Edn., ¾ Turkey Morocco, Semi-Modernist binding, $14.00.

DE SIVIGNE, LETTERS, CARNAVELET EDN.. 7-vol. ¾ Turkey Morocco, $57.50; 7-vol. ¾ Levant, with Clara Tice etching of Sevigne in volume 1 (only four sets left), $70.00; Full Levant, expanded to 8 volumes, with colored plates and with genuine D.S. of Louis 14th in case (this making the eighth volume), (only six sets left), $150.00—Note that D.S. of Louis 14th are continually increasing in value.

KIPLING, THE SEA AND SUSSEX, with 24 gorgeous colored plates. This is a first edition of the book; and the first poem, "The Downs, the Weald and the Marshes" is a genuine Kipling first, indispensable to all collectors. Beautifully bound in suitable ¾ Turkey Morocco, $7.50 (100 copies).

KIPLING, SONGS OF THE SEA, first edition, a companion book to the above, with 12 full-page colored plates and a profusion of smaller wood cuts, one at the beginning and one at the end of each song, mostly colored . . . also bound in special ¾ Turkey Morocco, $7.50 (only 10 copies).

PICKWICK PAPERS—the wonderful old Sproul "autograph" Edn., containing all the plates by all the illustrators, the three volumes divided into 6 with correct additional facsimile titles, the finest Pickwick ever produced: Full dark red Levant (6 vols.), $80.00; ¾ Turkey Morocco (6 vols.), only $40.00.

ROUSSEAU, CONFESSIONS, 2-volume English Edition, colored plates, ¾ utra-Modernist, Turkey Morocco in orange and black leather, with French papers, $17.00.

TEN DROLL STORIES (BOSSCHERE COLORED PLATES), elaborate full red Turkey Morocco, $22.00.

VOLTAIRE PHILOSOPHICAL DICTIONARY, 5 volumes, full calf or Morocco Jansenist, $48.00. Same in ¾ Morocco or calf, $30.00.

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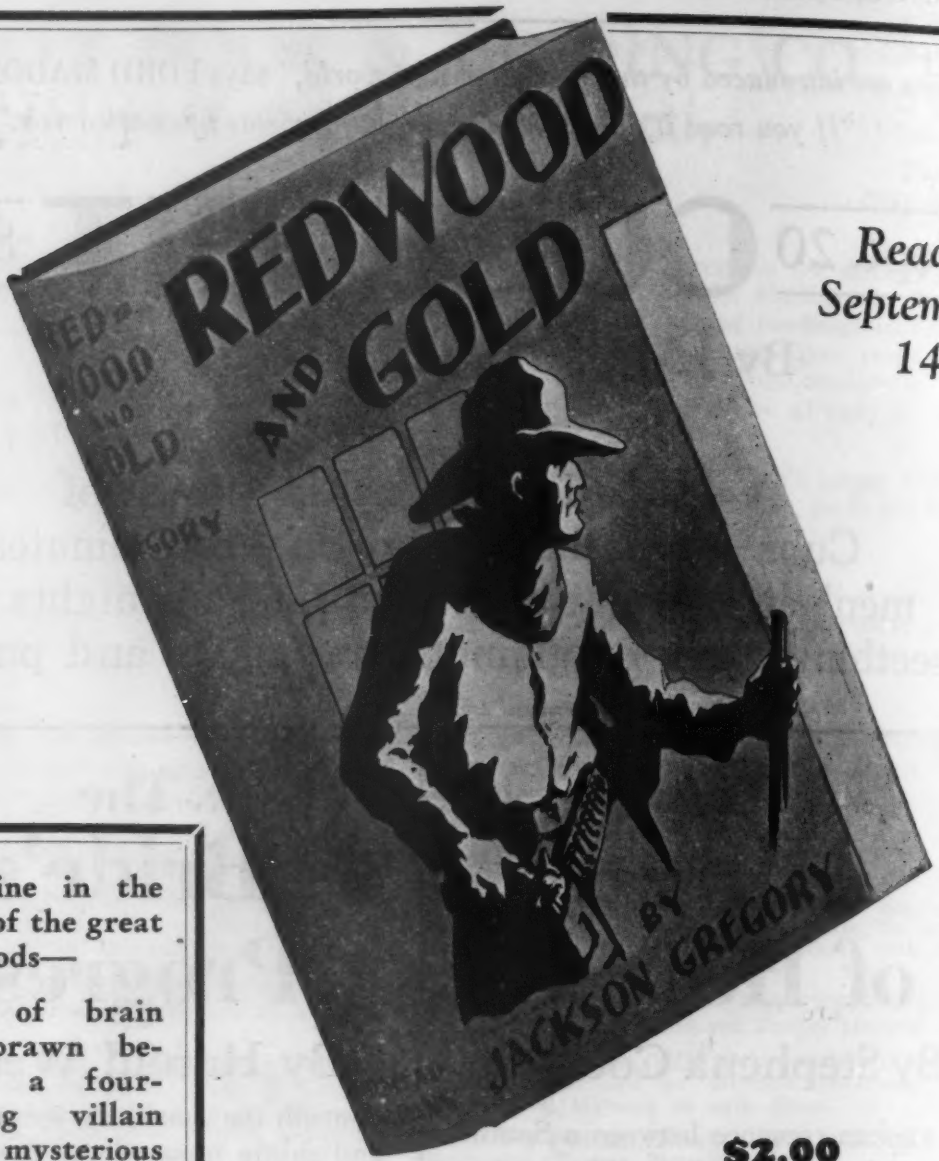
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The PUBLISHERS' WEEKLY
THE AMERICAN BOOKTRADE JOURNAL
NEW YORK, SEPTEMBER 8, 1928

The New Reader's Guides of England

May Lamberton Becker
Reader's Guide of the Saturday Review of Literature

THE National Book Council may be but three years old, but like everything else in the book-trade in London, it is already embedded in historical associations. Stand on its doorstep in Henrietta-Street and you will think you are looking into the first act of "Pygmalion," for the grimy columns rising from a jungle of vegetables are those of the portico of St. Paul's Covent Garden, beneath whose shelter one rainy night the most famous philologist of the modern stage made his demonstrations in British dialects. Turn to the right and a number of little white lights will point you to the heaven of the Royal Opera, which for some reason that must be British because no one knows what it is, cannot be fashionably conducted save in the midst of a market. The place is full of atmosphere—at this moment somewhat crowded with it, the more perishable autumn fruits being in season—and should you come thru here at three o'clock some morning vast waves of mossy fragrance would roll from great glassy caves, and you would see mountains of bright flowers, long lanes of lavender, banks of waving fern, making a little Eden in the London night.

The National Book Council is housed in the midst of all this, in somebody's former mansion, as one may see by the delicate fan-lights and the balustrade's graceful curves. Duckworth is down below and the small select association known as the Society of Bookmen. On the top floor Miss Gwenneth Humphrey is doing something of the same sort of work so admirably brought into being and carried out in America by Miss Marion Humble. The N. B. C., in its own words, is "an attempt to mobilize, in a committee of manageable size, elected representatives of various groups of persons who cater for the reading public, and, by their efforts, to increase the love and habit of reading in Great Britain and the British Empire." As it is the first attempt of the sort that has been made by organized campaign methods, it must spend a good deal of its time in explaining to the reading public the various things that it is not: it is not, for instance, a trade organization, tho traders in books are represented on it. The prospective book-buyer in Britain, a shy and elusive creature, would be suspicious of trade organizations with eyes presumably fixed on his spending capacity. It must explain also that it is not a reading-circle, tho it circulates reading-lists; nor a charity, tho it is surely a charitable act to introduce a reader to the right book; nor a profit-making body, tho it must be supported by subscriptions and must in the end increase the profits connected with bookmaking and selling. All this is by this time taken so much for granted in the States that it is hard to realize how different conditions are in Great Britain. The relations between bookseller and publisher, for instance, are there still further complicated by the powerful "libraries," such as Mudie's and the

Times Book Club, and by the ingrained public habit of renting new books instead of owning them. At the best these relations are likely to rasp—which is a mild way of saying that they seem to regard one another as natural enemies, or at the best, with a suspicion not untinged with bitterness. There is every reason for some sort of a get-together policy, for the great British public is not a book-buying one; at least, it is not one that buys new books outright with anything approaching alacrity.

For this there are a variety of excellent reasons. They will tell you, of course, if you come from the States, that it is because we have all the money in the world, and they—who are rapidly paying off their debts to us—are too poor to pay seven-and-six for a new novel. This would be a more moving plea if most of the seven-and-sixpenny novels in question were not written directly for the class of Briton who pays fourteen-and-six for a stall at "Show Boat" without more than perfunctory protest. Considering the number of books one may read for the price of a single guaranteed subscription at the Times Book Club, considering the amount of space these volumes would have taken in the now more restricted space of London living-quarters, and considering (in a discreet undertone) that a large proportion of them are decidedly not worth reading more than once, the hold of the "library" on the fiction-reading public is easily explained.

But there is something back of that. Everyone knows that in any country there is a book-buying class, a group large or small—generally the latter—that may be depended upon to keep the bookseller alive. The American bookseller is able to draw upon a constantly enlarging group of this kind, and every now and then has prophetic glimpses of a time when the great general public may be book-buying, as it is now magazine-buying. But the British book-buying class is enlarged slowly, and by efforts many publishers and booksellers make only half-heartedly and the older ones scarcely make at all. They know how middle-class money is spent on this island. They know that this class of buyer has certain other wants that have the right of way. Whatever he has, he must have some sort of garden or allotment and must spend daylight-saved hours and much available pocket-money in making it bloom; and that keen gardeners go to sleep rapidly after dark. They know that his second "must" is to own a house of one's own if at all possible, paid for usually thru a building society and in time furnished complete to the name-plate over the door. All this runs to money and keeps on running for the greater part of a lifetime. It makes for stability of government and conservatism of outlook thus to develop a body of small householders, each working happily in his own garden and entertaining his friends under the shade of his own aspidistra, but it does not turn trade toward the bookshop. This, I hasten to say, is no mere transatlantic surmise, such as I might make on my own account; it was told me some four years back by a man high in the book world of Great Britain, and it has a ring of homely commonsense.

This does not say, however, that the book-buying habit cannot be induced to spread, and the N. B. C. is doing all it can with lectures, information, and other awakeners of "consciousness." For instance, it has been for some time sending to all its subscribers book-lists on subjects ranging from advertising to zionism. These bibliographies are not made by the Council itself—this might have a whiff of trade about it for the suspicious reader—but by some group recognized as authority on the subject, and incidentally paying for the printing. As an example, "The Yorkshire Coast and Dales" is a list of books describing or otherwise documenting places reached by the famous "Cathedral Route" of the L. N. E. R. from King's Cross. Taking this list as a fair sample of them all, and judging it from my somewhat unusually good point of vantage, I can say that it is an uncommonly good one; the reader will be well guided and the financing of the list's publication is an honest work of railway publicity. Sensible features are the inclusion of novels with scenes in these localities, and of a number of books that may be bought second-hand. "A Business Man's Library" was compiled by the Association of British Chambers of Commerce; it comprises general works of reference and books on various departments of banking, money and exchange, accounting, statistics and taxation, transport and com-

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THE READER'S GUIDES

(ISSUED BY THE NATIONAL BOOK COUNCIL)

Please indicate with a cross the subjects in which you are interested, fill in your name and address, and send this card to YOUR BOOKSELLER or, in case of difficulty, to the Secretary, *The Reader's Guides*, 3 Henrietta Street, Covent Garden, London W.C.2.

Lists of new books on the subjects which you mark will be sent to you four times a year

1 GENERAL WORKS and PHILOLOGY (a) GENERAL WORKS (b) PHILOLOGY .....Bibliography .....Asiatic .....Directories .....English .....Encyclopædias .....European (other) .....Guide Books .....Miscellaneous .....Reference Books	5 NATURAL SCIENCE .....Anthropology .....Geology .....Astronomy .....Mathematics .....Biology .....Mineralogy .....Botany .....Natural History .....Chemistry .....Physics .....Ethnology .....Zoology	9 LITERATURE .....Classics (English) .....History .....Classics (Greek and Latin) (of Literature) .....Classics (Miscellaneou .....Humour .....Criticism .....Letters .....Drama .....Limited Editions .....Essays .....Oratory .....Poetry
2 PHILOSOPHY .....Ethics .....Logic .....Metaphysics .....Occultism .....Philosophy .....Psychology	6 USEFUL ARTS .....Aeronautics .....Metallurgy .....Agriculture .....Mining .....Building .....Motor Cars .....Domestic Economy .....Stockbreeding .....Engineering .....Surgery .....Forestry .....Veterinary Science .....Health .....Wireless .....Medicine	10 HISTORY .....Archaeology .....Geography .....Biography and Memoirs .....Military .....Genealogy and Heraldry .....Naval .....General .....Travel and Adventure
3 RELIGION .....Bible. The Christian Religions .....Mythology .....Non-Christian Religions .....Religious History .....Theology	7 FINE ARTS .....Architecture .....Music .....Cinematography .....Painting .....Collectors' Bric-a-Brac .....Photography .....Drawing and Decoration .....Printing and Engraving .....Gardening .....Sculpture	11 FICTION .....Detective Novels and Thrillers .....Historical .....General .....Translations
4 SOCIOLOGY .....Administration .....Industry .....Banking and Finance .....Law .....Commerce and Trade .....Political Economy .....Criminology .....Political Science .....Education .....Socialism .....Folklore .....Statistics	8 SPORTS, GAMES and PASTIMES .....Horsemanship (Hunting, Polo, Racing, etc.) .....Indoor Amusements .....Outdoor Recreations: Athletics (Rowing, Cycling, Winter Sports, etc.) .....Outdoor Recreations: Games (Cricket, Football, Golf, etc.) .....Outdoor Sports (Shooting, Fishing, Climbing, etc.)	12 CHILDREN'S BOOKS (Alphabetically under authors)

PLEASE RETURN THIS CARD TO YOUR BOOKSELLER.

The Reader's Guide Cards provided the booksellers by the National Book Council

munication, markets, industrial organization and management and law. The Dickens Fellowship compiled the one issued in connection with the Dickens Centenary; "Trades Unionism" was made by the Research Department of the Trades Union Congress; "Child Care and Protection" by the magazine "The World's Children." This will give an idea of the range of subjects and the variety of organizations thus drawn into co-operation. The books named on the lists are old or new, the only requirement being that they should be accessible for purchase. But the N. B. C. has just launched a scheme for the spreading of information on new books alone, and this is what brought me to Henrietta Street, for they have launched it under a title that has been mine for so long in the States that I had a curious illusion of having spread, suddenly and unbeknownst, over the British Isles.

If you go into any progressive bookshop of the country now, you will see a neat and well-printed sign describing "The Reader's Guides" and suggesting that you use the blanks and writing materials thereunder provided to register for reception, thru this bookseller, of lists at regular intervals that will keep you posted on new books along whichever of twelve lines you may be interested. These twelve are:

General Works
Philosophy
Religion
Sociology
Natural Science
Useful Arts
Fine Arts
Sports
Literature
History
Fiction
Children's Books

Each of these subjects has sub-classifications on the registration card, showing how the promised lists will be arranged. The "Reader's Guides" will be released in groups of twelve in February, May, September and November, following the publishing seasons. They will include only books published during the preceding three months, and brief notes will explain them—the ordinary reading-lists already described are without annotations.

For obvious reasons readers are encouraged to register thru bookshops; the

service costs them nothing, and if the bookseller is a member of the N. B. C. he is entitled to receive without charge as many copies of each Guide as he can use: all he need do, for instance, to make sure that his "fine arts" customers are kept informed of new books in this line is to send them four times a year the latest edition of Guide No. 7. Booksellers not members of the N. B. C. pay a small fee, but the main charges are for the insertion of titles, which are made per line on a circulation basis, the charges being only slightly more to publishers who are non-members. It is of course possible for a reader to register directly with the Council, and this is being encouraged among readers in the more remote districts.

The first "Guides" have not yet been released to the public, but I have been permitted to look over the one on philosophy and can give it an expert's approval. Not that I am an expert on philosophy, but I have become expert at knowing what sort of books about philosophy people ask for. The organizers of the scheme were a trifle surprised when the returns showed that philosophy was one of the subjects most often asked for on the registration cards: they were also convinced that the huge sale of Will Durant's book in America at the equivalent of a guinea a copy was only a picturesque proof of the difference in economic conditions in the two countries. (Well, we shall see what we shall see when it gets to the French public this winter.) Altogether, the new Guides remind me of the admirable publications of the American Library Association. Each novel is allowed some fifteen words of description and each non-fiction work from fifty to sixty words. It looks like an excellent scheme, and I hope it succeeds.

British book publishers and sellers are not so convinced of the wisdom of the policy of "one for all and all for one" as they might be, but they are in a position of sufficient necessity to mother a number of new inventions, and this one has the advantage of having worked admirably in America. This, however, is a saying that will do it no good in England!

The It of Books

Louis Bromfield

Author of "The Green Bay Tree," "A Good Woman" and "The Strange Case of Miss Annie Spragg."

Part II

THE trouble is that the process is so difficult, first of all to know what IT is and secondly because IT is something different to each bloc of the public. The books of Harold Bell Wright undoubtedly have IT but it is certainly not the same IT as that contained in the books of Virginia Woolf or E. M. Forster. One of the most striking of recent examples is the success of "The Bridge of San Luis Rey" which has given rise to countless now banal expressions of wonder. The wonder has risen I think from a false premise that the book is an intellectual one which makes demands upon the intelligence of the reader. Surely no more crystal clear and simple book has ever been written. And certainly its beauty of style and craftsmanship, valuable in themselves and appreciated by a tiny fraction of the book buying public, do not send the sale of a book soaring to two hundred thousand. It is I think much simpler than that. "The Bridge of San Luis Rey" is dedicated to one of the simplest and most universal hungers—the need to be more loved and more appreciated. Few of us believe that we are loved sufficiently or valued according to our true worth. The more unsuccessful we are in the worldly sense, the more profoundly are we convinced of this. And since most of the world never realizes its aspirations, it believes this profoundly

Copyright, 1928, by Louis Bromfield

and continuously. In the case of "If Winter Comes," a quite different book, hundreds of thousands of readers unconsciously identified themselves with the maligned and unappreciated Mark Sabre. They are always doing it. In this hunger lies one of the great sources of IT in a novel. The last line of Mr. Wilder's book gives the clue, I think, to its great but hardly astonishing success.

IN last week's issue Mr. Bromfield discussed the It of authors and its value—which he considers small—in selling books. In this concluding part he discusses the It of the books themselves. Inasmuch as no book ever sold to any extent without some kind of It, Mr. Bromfield believes that every publisher should have an It detector which would register vitality, craftsmanship, feeling and sincerity. And, he hastily adds, preciousness.

It is not literary style or even craftsmanship which sells a book, or "An American Tragedy" would now be gathering dust on bargain tables instead of being one of the great publishing successes of our day. Nor is it surprising that good books should have great successes. We are inclined to murmur that the taste of the public is improving whenever a good book has a stupendous sale. Have we forgotten that Thackeray and Dickens and Balzac had colossal sales in their days and that readers awaited breathlessly each installment of "Vanity Fair?" The IT of such books lies in some quality in the mind and soul of the author by which he is able to transmute the base, confused metal of life into something comprehensible and sympathetic to millions of readers.

Sometimes it is the author's great skill simply in telling a story which brings success to himself and his books. Despite all the scorn poured in these days by certain literary gentlemen into the term "Story Teller," the telling of a story, as one of the greatest literary gentlemen of our times recently pointed out at Cambridge University, remains the principal reason for the novelist and when he overlooks this, something is lost. Of course, there are stories and stories from the thrillers of Henty to the high romance of "Almayer's Folly," and ways and ways of telling them from the methods used by the author of "Cranford" to those used in recounting a day's history in the life of Stephen Daedalus or Mrs. Dalloway. Stories began when the first cave man recounted an anecdote to the second cave man and they will end with the last two men on earth. Chaucer was a story teller. So was Cervantes and so was Rabelais. The idea that a novel is too good for the public is very often simply a defense mechanism.

Sometimes it is the author's power to make his reader identify himself with one of the characters. Certainly thousands of readers identified their souls or at least their impulses in their godly moments with the impossible and rather tiresome ideal of Mark Sabre's soul and character; and this identification gave them a feeling of delicious and compensating superiority toward all the husbands and wives, aunts and uncles, mothers and fathers and what not who had for years failed to appreciate their true worth. And there is the great element of escape by which the romantic writer permits his readers (see the works of Mr. Sabatini) to escape the dreariness of most lives as they are. And conversely there is the element of reality which goads the reader into saying, "My, isn't that character real! You just feel that you know her!"

And one of the greatest elements in the sale of a book is, of course, the controversial one. The more argument about a book, the greater its sale. Sinclair Lewis has reached the status of a capitalist largely, I think, thru the amount of controversial and dynamic IT contained in the four novels which represent his later work (and again it must be remembered that we are discussing here not the literary merits of books but what makes them sell.) Mr. Lewis has, too, a genius for photography which makes people say "My, isn't that real!" Perhaps in "Elmer Gantry" the focus became a little blurred and produced something akin to caricature rather than photography but for the purposes of the bookseller the amount of controversial

IT contained in the book compensated for the fact that some of the characters seemed a little like figures reflected in distorting mirrors.

Two things would certainly be invaluable to publishers (1) an IT detector and (2) a talking movie of a publisher trying to convince a clamoring author that if the public does not sense IT in his books all the publicity and advertising in the world will not force the book down the throat of the public.

You might, of course, give away books as seats are given away to that imperishable production "The Ladder," but even that is not likely to make the public find the book interesting, for one of the perversities of the human race is that it is more critical toward something which has been given it than toward something for which it has paid good money.

On the other hand, too much publicity may do harm, quite aside from the fact that the public does get sick of hearing a known name over and over again. I know the case of one young author whose book won a well-known publishers' prize which carried with it the usual publicity and the unaccountable glamor with which the American public surrounds anything that has been crowned by a superlative. The book in question is a singularly beautiful book but a poetical one and one not especially suited to the sort of public attracted by ballyhoo and prize awards. The author has a fear that the prize and the attendant publicity sold the book to some hundreds or thousands of readers who did not like it and so, feeling that they had been "sold" by something which in their opinions should never have got a prize, took a prejudice against the author and his subsequent books.

The IT business is an insoluble problem. Publishing save for the work of certain established authors (and they too dare not let their standards slip in a day of such fierce competition) must remain guess work. From the purely literary point of view a good book does not always have IT and many bad ones appear to have IT. I think it is fairly just to say that any book has a certain audience and that nothing can push it successfully beyond the limits of that audience. All of us have seen publishers spending more than their profits on a book with a sale of ten thousand in an attempt to push the book to fifty thousand and succeeding in the end in pushing it perhaps to twelve or fifteen thousand. Books are, unfortunately, still regarded largely as luxuries. Even prizes and "best books" committees have failed to make the public take to its heart a book it does not want. Otherwise sales which began at an advertised fifty or sixty thousand would soon attain a mark of two hundred thousand. And this, we all know, they do not do.

But woe to the author who thinks he knows what IT is and that by will power he can sit down and write a book so full of IT that it will sell two hundred thousand. Some authors hit it once in a lifetime or perhaps twice and live on the profits of subsequent books until the public discovers that they only wrote one or two books that had IT. And the public being the sole judge in the matter, is infallible. But the fortunate author who is as a gilt edged security to publisher and bookseller is the one who by some stroke of fortune manages to invest forty novels with the magic IT and so comes to have an established name. And the established name is earned not by enormous expenditures of money and energy upon publicity but by the trust which the public comes to have in an author. The money of publisher and bookseller and the final pleasure of the public is not in the flash in the pan success but in authors like Willa Cather, Zane Grey, John Galsworthy, Harold Bell Wright, Rudyard Kipling, Joseph Conrad, Hugh Walpole, and to go back a little way, in Thackeray, George Eliot, Dickens, Trollope, Scott and Balzac, Tolstoy and Dostoevsky—in the ladies and gentlemen whose well does not go suddenly dry.

It is possible to write "pattern" stories that will sell for large sums to the editors of smoking car, subway and front porch magazines, but it is impossible to sit down and write a sure fire best seller. The only way to please the public is, as every successful author knows, to please himself first and hope for the best. As to the IT detector, it should have on it several little dials of which four at least should bear on their faces the words Vitality, Craftsmanship, Feeling and Sincerity. No author ever lived with a sincerity more profound than that of Miss Ethel M. Dell. The public has rewarded her accordingly. I have forgotten one thing. There should be a very small and negative dial which registers preciousness.

In the Bookmarket

A NEW novel by a Pulitzer Prize author is an event, especially if that author be a best-seller. "The Strange Case of Miss Annie Spragg" by Louis Bromfield, *Stokes,* is the first of the Bromfield novels since he finished his four-paneled screen of American life—"The Green Bay Tree," "Possession," "Early Autumn" and "A Good Woman." A complete innovation in book advertising—"the graphic strip ad"—will be used by *Stokes* to introduce the novel. On September 16, a leading New York paper will carry a full page of drawings and subtitles, illustrating characters and episodes in the book and giving very much the effect of a moving picture. It will be followed by smaller space in newspapers throughout the country, carrying the same idea. At this same time his publishers are issuing a booklet about Bromfield by Ben Ray Redman. The woodcut reproduced on this page is the frontispiece of the pamphlet. ❧ ❧ ❧



Louis Bromfield

The latest addition to *The Modern Library* is an admirable one. It is "The Art of Whistler" by Elizabeth Robins Pennell with Joseph Pennell. The most interesting feature of the book is the excellent reproductions of the paintings, etchings, lithographs and water-colors in the aquatone process. This volume (Number 150 in the series) appears just 10 years after the first *Modern Library* book was published. "The editors feel," the jacket states, "that they can show their appreciation of the support accorded the entire series by booklovers of America in no more appropriate way than by publishing these reproductions . . . at the regular *Modern Library* price. ❧ ❧ ❧

Wanted: One copy of "Studies of Murder" by Edmund L. Pearson. But, it must be Lizzie Borden's copy. The Fall River murder, in which Miss Borden was acquitted, was one of the studies. Mr. Pearson has now learned that Miss Borden bought a copy of the book and he will not rest until he discovers what became of it when she died. ❧ ❧ ❧ Selma Lagerlöf should enjoy her 70th birthday, for on that occasion the Royal Opera in Stockholm will produce for the first time "The Cavaliers of Ekeby" with the Swedish libretto on which Miss Lagerlöf has been working all summer. It is an Italian opera founded on "Gösta Berling" and has been sung with great success in Milan. ❧ ❧ ❧

Edith Wharton's "The Children," *Appleton,* is the Book-of-the-Month Club's September book, and "François Villon" by D. B. Wyndham Lewis is the Literary Guild's. The first BookSelection of the American Booksellers' Association, as has already been announced, is Anne Parrish's "All Kneeling," *Harper,* and the October book Elmer Davis' "Giant Killer," *John Day.* The author of "François Villon" is not that same Wyndham Lewis who wrote "Time and Western Man" and "The Childermass," nor are the two men in any way related.

The author of the François Villon book is D. Bevan Wyndham Lewis, the "Beachcomber" of the column "By the Way" in the London *Daily Express* and author of several books published in England. ❧ ❧ ❧ The Religious Book Club's selection for this month is Kirtley F. Mather's "Science In Search of God," *Holt.* ❧ ❧ ❧ We suppose an author's word may be taken. Edgar Wallace, playwright and novelist, who does dramatic criticisms and race reporting of afternoons, discussing the sale of his books in London at a luncheon last week stated that in the year ending with the March quarter his books had sold 5,000,000 copies. We're only glad Mr. Wallace didn't figure out the number of words he had sold.

THE Publishers' Weekly
The American Book Trade Journal

Founded by F. Leypoldt

EDITORS
R. R. Bowker F. G. Melcher

Subscription, United States $5; Foreign $6; 15 cents a copy

62 West 45th St., New York City

September 8, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Don't Fail to Observe Publishing Dates

FOR the benefit of such new entrants into bookselling as this fall brings into action and to confirm established booksellers in the ways of peace and prosperity, let us reemphasize, as the busy publishing season begins, the importance of strict observance of publishing dates on the new books.

In spite of steady improvement in the practice of retailing, in bookselling in particular, there are always found those who believe that rapid sales expansion must be gained by more or less sharp practice and, at the season when the sales interest of the public is centered on newly announced books, some dealers will still believe that a competitor should be outdone by a sly advancing of the release date of important books in order to clinch the sales to a few potential customers.

When the other bookseller discovers this, he may retaliate at the next important publishing date, or he may write a complaint to the publishers. If he retaliates, a miniature trade war is on which reduces profits by the extra cost of rushing books by quick transportation, bitterness grows but total sales do not. If he writes to the publisher that party to the situation has no really effective remedy. The publisher can write a sharp letter to the dealer who has broken the date but the next date of importance will probably be that of a book from quite a different publisher and the complaint will thus have little effect. If the dealer complained of is an old offender in this matter, the publisher can see that, in the future, he gets no advance shipments, an effective retort, but one that slows down the smooth handling of the fall shipments by introducing exceptions to the general instructions for releases.

The best thing for the bookseller to do when his customers report that important books are being sold on early releases by another dealer, is to call personally on the manager of that business. Assume that what has happened was by accident, that the publisher's notice had been overlooked, that the receiving department had been careless or, that a salesclerk had been overzealous. If this dealer is new at the business he may not have realized how futile such competition is, or he may have considered the whole problem was of little consequence and had not broken the date without much thought; in such case this visit from a more experienced dealer may enlighten him. If, however, the dealer is proof against argument, the next thing to do is to visit the other local booksellers and arrange for mutual understanding and common action. A conference of the dealers in the city should be arranged if possible, and the whole problem thrashed out. Sometimes it will be found that the date-breaker had felt himself an outsider in the town and had felt some resentment at the aloofness of other dealers or he may have some slumbering grudge against one of the older shops for some misunderstanding. Whatever be the reason, a local conference is the best chance for cleaning up an irritating situation and it may pave the way for further cooperative effort.

The Five Points

IN honor of the twenty-fifth anniversary of the Village Press, founded by Frederic and Bertha Goudy in 1903, the August issue of *The American Printer* carries as its leading article some thoughts by Mr. Goudy under the title, "Printing that Wears."

Among the points Mr. Goudy empha-

sizes are: 1st, *Design,* which today is seen to be an inseparable quality of the work itself, and which involves the selection of proper materials, fitness of purpose and realization of its destination. 2nd, *Simplicity,* implying not poverty of invention or the use of bare essentials only, but simplicity arising from the fact that the craftsman lets his work evolve naturally, not consciously.

3rd, *Fine type,* a type without mannerisms, and made not to display the skill of the designer but rather to help the reader. 4th, *Proportion,* having to do with the type faces, margins, shape and size of the page, the dimensions and forms definitely related to each other, for which there can be no abstract or absolute rules. The 5th point he mentions is: *Style,* a subtle quality, inseparable from the tools and materials employed, and which is the intelligent use of a good tradition renewed, while not allowing tradition to override the taste that personal expression needs.

The article takes up briefly the meaning of the term "beauty" with respect to typography, the necessity for concordance between the thought conveyed and the vehicle, and the necessity for avoiding the danger of making the author's words a framework on which the printer exploits his craft, and lets his art become the end itself, instead of only the means to an end.

Bookstalls

WE are interested to see that Van Hoesen and Walter in their valuable new book on "Bibliography" have in the chapter on the booktrade mentioned the *Publishers' Weekly's* suggestion that it might be well to try out the bookstalls along the rail fence of Bryant Park, New York. This suggestion has been taken up for discussion several times, and some day we may have it tried out. (Leary's alley sales booth in Philadelphia is in that direction.) The idea is suggested by the popularity of the bookstalls along the Seine in Paris. Thousands of travelers who never see the inside of the regular French bookstores wander along these booths and find delight in picking up a volume here and there. If these stalls would only carry a reasonably significant second-hand stock instead of the dregs of the book market, they could start many more thousands of people into book collecting habits.

The reason the idea is worth reemphasizing is that it brings out the point that people like to have books served to them in different ways, not simply in one set method. One of the reasons for the expansion of book distribution in America in the last ten years has been that so many new ways have been found to serve up books to meet the public fancy. Like other shopkeepers, booksellers have learned to follow their own individual tastes in presenting books and in so doing find themselves in accord with the tastes of new groups of book lovers. New methods do not supplant the old, but they supplement them and round out the bookselling machinery. The new directory of booksellers, which is now coming from the press at our office brings testimony to this point. In large cities of the country there are scores of dealers, each one a little different from his neighbor, not so much competing with each other as supplementing each other.

The Reading Adviser

"LET me assure you for your comfort that Literature can't be taught, unless a man really wants to know something about it," writes Rudyard Kipling in "A Book of Words." "Pieces or periods can be set and studied with notes, but that, thank goodness, is the worst that can happen.

"One can't prescribe books, even the best books, to people unless one knows a good deal about each individual person. If a man is keen on reading, I think he ought to open his mind to some older man who knows him and his life, and to take his advice in the matter, and above all, to discuss with him the first books that interest him.

"This idea applies only to what are called the standard authors—and—this is only my own theory. I don't know how it would work with you—the Elizabethan dramatists. You mustn't be afraid of fashions. The thing to remember is that all first-class stuff is as good and as new and as fresh now as in the day it was made.

"But there are some things a man can't discuss with anyone, and it isn't

right that he should. We have times and moods and tenses of black depression and despair and general mental discomfort which, for convenience sake, we call liver or sulks. But so far as my experience goes, that is just the time when a man is peculiarly accessible to the influence of a book, as he is to any other outside influence; and, moreover, that is just the time when he naturally and instinctively does not want anything of a mind-taxing soul-stirring nature. Then is the time to fall back on the books that neither pretend to be nor are accepted as masterpieces, but books whose tone and temper soothe your trouble for the time being. A man who knows you and your life may be able to recommend such books. Ask him."

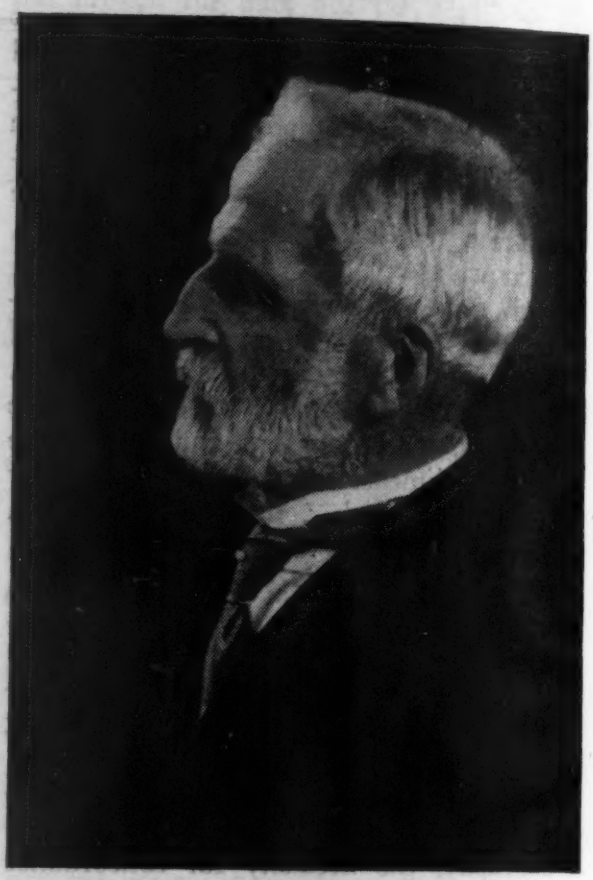
Textbooks

THE month of September sees hundreds of thousands of new textbooks going into use in the schools of the country, from the elementary books to the advanced volumes for college classes. In comparison with the total cost of our educational system, the cost of textbooks seems small, indeed. It is estimated at between one and two per cent of the total expenditure but the American school system has reason to be proud of its textbooks continuously revised and improved to keep pace with or lead the best thought of the day. Tho they pass so quickly thru the bookseller's hands in the high pressure task of getting them to the pupils, we suggest that it would be worth while to pause for a moment and compare their physical make-up with the books of a generation ago. Parents may well say, "I never had such books as these when I went to school."

The Flow of Rare Books

"I HAVE never met an English antiquarian bookseller," writes Iola A. Williams in the *Publisher and Bookseller,* "who has not admitted that a very large proportion of his business is in these days done with the citizens of the United States of America. It is clearly, therefore, of the greatest importance to all booksellers that they should keep in as close touch as possible with American opinion in bibliographical matters so that they may know what kinds of books are being studied and discussed and therefore collected.

Eightieth Birthday



Richard Rogers Bowker

THE office of the *Publishers' Weekly* has joined with his many friends in felicitating Richard Rogers Bowker on the occasion of his eightieth birthday, celebrated at his home in the Berkshires. Mr. Bowker who on graduation from the College of the City of New York became literary editor of the *Evening Mail* and later representative of Harper and Bros. in London, came in early relationship with the *Publishers' Weekly* and since the death of Frederick Leypoldt in 1884 has been both its publisher and editor, while at the same time continuing for nine years as vice president of the New York Edison Electric Co. and later of the De LaVal Separator Co. He was one of the founders of the American Library Association in 1876 and has been for fifty years publisher and editor of *The Library Journal.*

For forty years he has been active in the work of establishing better copyright relations, he worked in the fighting group that labored for civil service reform and was for many years active in independent politics.

Bookshops—How to Run Them

Ruth Brown Park

In Collaboration with the Staff of Doubleday, Doran Book Shops, Inc.

CHAPTER III

Store Arrangement and Display

SEVERAL thousand books; you—the new shop owner; two or three clerks; a few miscellaneous pieces of furniture; a big, bare room lined with yawning bookshelves; perhaps a small cloakroom and stockroom—and what are you going to do with them?

First, before anything else, if you are to avoid an early financial death, seat yourself on an unopened barrel, and, for the last time, dope out your space distribution. Already, you have gone over the matter when you first considered your shop, but now you must make your final placement. Auction off your shelves to yourself. Decide what space is most valuable and what is least desirable. Decide what stock deserves the most prominent position in your shop, and what can play a less obtrusive part. Decide where your browsing section is to be; where your best seller group; where your children's books and your rental library. Then mentally place your desk and arrange your chairs. Above all else absolutely form a well-grounded plan of arrangement before you attempt to begin that arrangement.

Now, as a customer crosses your threshold, his eye lights first on the shelf space to the right of the door. This is the window's complement—the initial break between what the window said and what your store has to say. Here should lie "the follow-up" of your window—the vital expression of the general character of your store. If your patrons are dignified, residential people, this might be a good place for the new biography. If they are the arcade, heterogeneous crowd, sporting books, puzzle books, or late novels might hold these shelves. But remember, this is talking space; don't, from poor choice of arrangement, have it fall on deaf ears. It is your best foot, so put it forward. Certainly an ordinary set of old standards is not your best foot—not even for the most cut-and-dried group of buyers. Nor pocket dictionaries and a few road maps. If they are, then your customers must be hounds for travel. Remember, this space to the right of the door says, "You customers are this kind of people. We put this here, because it voices you." If customers know this, and they intuitively do, they must feel depressed in some well-meaning shops.

Having complemented your window with your display space to the right of your entrance, the best plan is to follow up this keynote in your chief display table. If novels are the mainstay of your buying public have them on a front table, accessibly arranged. Have a placard marked "Late Fiction" and point out thru this front table that there is nothing more important to you than the customers' desire for fiction. Novels of all kinds—you carry them. Say thru display, "I am a 'novel' specialist, I know what you want; I have what you want; or if by chance I should be out of it, I will get it at once." Thus, if you have analyzed your neighborhood correctly, you have made it possible for your average customer to get whatever *he wants most,* in the shortest time possible, with the least effort to you and your clerks. Another point: Avoid giving a prominent place to books of a sensational or libellous nature. If you must carry them, at least do not boast flagrantly about it thru prominent display. Instead, give the prominent display to popular books of the moment without these undesirable qualities. Boost these while the boosting is good.

Copyrigrt. 1928, Doubleday, Doran Book Shops, Inc.

About display tables: If they are out from the wall, with walking space all around them, the best method is to have your display face four ways, making the central part of your table the pivotal point (therefore, the tallest and heaviest), and graduate down from that. Avoid flat tables. They cause crooks in customers' necks. If your table backs against a wall, use the wall side as the background and slope down from that. A round table should have its center as the balance and the display go down in spoke fashion. Remember, the more of a jacket you can show, the better. Certainly publishers are expending every effort to produce selling jackets. It is up to the bookseller to aid this effort by featuring a good jacket. Whenever he can show a full book front he should.

Books of one class or of an allied nature should be together. Have as much unity in your table display as in your window. Arrange tables on special subjects, following current events or seasonal holidays. Make the display as straight forward as possible, avoiding confusion. Keep your books in good condition, not allowing their jacket or the boxes containing them to look as if a cyclone had recently passed. No matter how much unity or balance a table may have, if the stock looks tattered you have lost your effect.

Changing Displays

Tables should be changed at least once a week. You, yourself, as a shopper, know how bored you become over any stationary display in the stores you visit. So it is important to infuse your tables with a lively interest by showing the public at some time all your stock. To put a new book on a shelf and leave it there would raise at once the imputation of "ugly duckling—shelved before tried." It is not fair, when display, by actual expert computation, has increased sales from 30 to 200 per cent. Facing that fact, begin at once vigorously parading your stock.

In case of your fine bindings, it is essential to keep them under lock and key, letting the box they came in serve as display.

If you have a lounge chair or two, it is well to place them where a customer may drop down for a minute's quiet relaxation. If possible, choose an intimate, secluded corner so that a person will not feel as if he were sitting on exhibition in a glass case. Try to have a small taboret near by, with an ash tray and two or three interesting books on it. Often a good sale is made that otherwise would have been lost, because a person has had time to glance comfortably thru some book.

The Manager's Desk

As to your desk: It ought to be in a position where you can oversee the entire shop and be easily approached by customers. Many new bookshops have special shoulder-high partitions around their desks, with deep inside shelves capable of holding all the necessary office equipment. These open-air offices can either be very attractive or the most unsightly objects in your shop. For example, the top ledges afford display space, an advantage which is often abused. One or two new novels, perhaps a bright pottery vase with fresh flowers, or a notice of a future publication—these are enough. But a number of the personnel use the ledges as catchalls for every homeless object in their shop. This is a great mistake. Don't forget, many customers approach an owner first at this point and form a chaotic impression of him from the disorder. "Special orders," stray dictionaries, loose mail, bedraggled telephone books have no legitimate place here.

Inside the partition on the shelves is a good place to keep all the necessary office equipment. Report and register books, late *Publishers' Weeklies* and newspaper book reviews, trade lists, order and telephone books, publishers' card files, general files, blank order cards, charge pads, stationery, pencils, pens, erasers, art gum, scissors, pen points, typewritten lists of book prize winners, such as the Pulitzer and Harper awards; in short, everything for carrying on business in a businesslike way. We beg, if you wish to expedite your business, that you start with organized arrangement, keeping things that belong together in neat piles where you know instantly their location. Undoubtedly this will shorten labor appreciably. Never be our of necessary supplies. Have a wall tablet on which you jot down any "shorts" in office equipment. Certainly the seat of the business should be efficient and orderly.

On the arrangement of your shelves a great part of your turnover rests. The

psychology of shelf placement plays a tremendous part in the selling and finding of your books. For instance, your browsing section: This must include the books that customers enjoy discovering for themselves, altho at one time or another, you yourself may have displayed them specially. Obviously it must be a quiet section, where passers by do not jostle continuously the leisuerly buyer. We would include in this browsing section your classifications of poetry, science, garden, health, travel, history, and foreign books, along with essays and fine editions. Here you may object, questioning the space problem, but if you cannot house all these classifications in peaceful sections, at least do not attempt to sell them at the mouth of your front door. In the same way you should use discretion in undercover and delicate subjects, placing them where a customer does not feel he is the cynosure of all eyes—a strong young father buying his first book on feeding an infant is none too pleased to be a target for amused onlookers. Your novels, biography, and children's books in most cases do not need quiet treatment. Usually with these the buyer wants a clerk's advice and quick service. So have them out and accessible. Your standard sets are generally "calls," as are dictionaries and guide books. You can have these in the back of your store, along with your rental library and game books. Road maps, atlases, and code books can be less played up, excpet certain seasons, and remain in inconspicuous surroundings. Of course, all books with the exception of biography, and possibly travel, are arranged alphabetically, according to author under their proper classifications. Biography is arranged alphabetically, not according to author but according to subject—thus all bibliography of any one important person is grouped together. Travel may be arranged according to countries instead of authors, tho many bookshops prefer even here the alphabetical method.

Reserve Stock

In the lower shelves, for reserve stock, exert great care. Usually more untidiness occurs here than in any other part of the shop; empty boxes strewn carelessly about; unused posters drooping over shelves' edges; protruding dust cloths and clerks' private possessions—all these detract from sightliness. Then small pocket dictionaries, guide books, and other miniature editions, become jumbled unless they are kept piled neatly. Besides the unsightliness, the damage to reserve stock is appalling. In England the bookseller avoids this by keeping his reserve stock tied in packages of "fives," not opening until needed. In this country it would be well to put as much unneeded stock as possible in stockrooms.

Packing and Stockroom

Your stockroom, even if limited, should be immaculate. Whoever is in charge, after checking the publishers' invoices against orders on incoming goods, should place the books in bins, according to their publishers. A list of the dates of publication of the more important books belongs here, too. One manager we know has a large hanging notebook for this purpose. On the date of publication of any particular book, the stockroom boy, or whoever is responsible, carries the number needed to the section where the book belongs. Then he reports the remaining number to the clerk in charge. Now, here in the stockroom should be full equipment for shipping books; strong wrapping paper and string; proper markers for goods; shipping-rate books; scales—everything to insure perfect service on a shipped package. An owner must watch his stockroom constantly, for it is one index to his buying. And he should ask his clerks to make daily visits to it. In fact, everybody in a store's organization ought to feel a responsibility for the stockroom's contents and upkeep.

The Clerk's Cloakroom

The cloakrooms in bookshops are generally limited. But in most cases each clerk has his own locker with separate key. Urge him to keep his possessions locked in the locker. Usually a cloakroom is a depository for stray powder boxes, woe-begone umbrellas, old shoes, and often, unclaimed books which clerks have borrowed from the shop during off-work hours. Starting each day by going into such confusion is a bad beginning. Therefore, it is wise to devise some plan for keeping your cloakroom in order. Perhaps a different clerk assigned weekly to oversee it would help. At least it would slow down rampant disorder.

Added Display Articles

Thru small decorative articles, your shop's personality stands revealed. Continuously adding things of beauty or interest should be every bookman's ambition. Among such additions we suggest the following:

Posters, obtainable from the National Association of Book Publishers, 25 West 33rd Street, New York.
Autographed photographs of authors, obtainable from their publishers.
Woodcuts and etchings.
Bright pottery.
Pots of ivy.
Loaned exhibitions of paintings and etchings.
Posters from the French Railways, 701 Fifth Avenue; the Swiss Federal Railroads, 241 Fifth Avenue; the Italian State Railway, 749 Fifth Avenue; and the German Railroad, 630 Fifth Avenue, New York City.

The Shop's Office Supplies

Each new shop requires a complete list of office supplies. You will need the following:

Stationery:
  Letterhead.
  Notehead.
  Envelopes.
All bookkeeping entry books.
Enclosure cards and envelopes.
Files.
Magazine subscription blanks.
Mail basket holder.
Mark-down sheets.
Order cards.
Order-form books.
The following pads:
  Charge sales book.
  C. O. D.
  Daily sales report.
  Weekly stock increase and decrease report.
  List order.
  Memorandum form.
  Monthly statement (for customers).
  On sale report.
  Overstock report.
  Payroll report.
  Petty cash report.
  Receipt forms.
  Scratch.
Paper-rack holders.
Postal cards:
  Announcing special order arrivals.
  Imprinted for general use.
Register book.
Rental library suppies:
  Library book cards.
  Library membership cards, large.
  Library membership and deposit cards, small.
  Library jackets.
  Library overdue notice. (Double postcard form.).
  Library entry book.
Rubber stamps.
Scissors and hammer.
Special order cards.
Towels.
United States Catalogs and trade lists.
Wrapping paper.
Writing and desk supplies:
  Pen nibs.
  Penholders.
  Paper clips.
  Blotters.
  Ink.
  Elastic bands.
  Clips.
  Twine.
  Pencil sharpener.
  Art gum.
  Ruler.

Mrs. Park's first two articles appeared in the August 25th and September 1st issues. They were on "Bookshop Orientation" and "Stocking the Bookshop." This week's discussion of store arrangement and display will be followed next week by a chapter on "Window Display." These chapters are taken from Mrs. Park's book which Doubleday, Doran will later publish.

A New Book Club—The Book League of America

SAMUEL L. CRAIG, 80 Fifth Ave., who developed the idea of the Literary Guild of America and was the president of that organization until last spring, has outlined a new plan for a book club and raised the capital for its initial promotion. This club is to be called "The Book League of America." The program differs considerably from the clubs already founded. The subscription price will be $15 for advance subscriptions, the price of $18 to be reached shortly. Each subscriber will get 12 complete new books in magazine form, 1 per month, and also 12 books of established reputation, in cloth binding, 1 per month. No committee of selection has been yet announced, but the prospective subscribers are asked to vote on a list of 30 names, thus to give the promoters a suggestion of the type of the jury they would prefer to have.

This puts 9 clubs in the active field: the Book-of-the-Month Club, Literary Guild of America, Religious Book Club, Catholic Book Club, Free Thought Book-of-the-Month Club, the Crime Club, Detective Story Club, Inc., and the American Booksellers' Association BookSelection.

A New Book Club for Ministers

TO the many book, buy-a-book, and book-a-month devices for distributing the best literature to procrastinating buyers and dilatory readers, the "Ministers' Selective Book Service" originating in the Methodist Publishing House of Nashville has now been added.

Perhaps ministers are busier than other folks, or perhaps they are more detached from what is technically known as "profane" literature. Certainly they are more in need of the best books and more appreciative of them. Whatever the reason, this book service, like the already well established Religious Book Club, is profitable to both buyer and seller.

The plan provides for a "Board of Review" composed of five men of ability and scholarship. These men were selected by ballot of all the ministers in the Southern Methodist Conference, the five receiving the highest number of votes serving on the board.

An arrangement has been made with the leading publishers of the country to submit, as issued, those books on religion and allied subjects which, in their judgment, are the best. Immediately a copy of this book is furnished each member of the "Board of Review," who reads or reviews it carefully. From the many books submitted during each quarter, four times a year, they select the book which in their judgment is of most value.

This selection is announced and the book is mailed to each member of the Ministers' Selective Book Service. There are about fifteen hundred members, ministers of different denominations, who are enrolled as charter members, and the cost of the membership is exactly the cost of the four books that they receive—no more. The average cost of books today is $2.00 to $3.00. However, it is guaranteed that the total cost of this service for one year will not exceed $10.00.

The committee has eliminated the trouble and expense that, heretofore, each member was subjected to.

Hartford Plans Permanent Memorial of Mark Twain

HARTFORD is making a well-organized effort to raise $200,000 to purchase the old home of Mark Twain and preserve it as a permanent memorial of the great humorist. Already plans are being made for a special Tom Sawyer room, a library containing first and other editions of the works of the author, the collected works of Hartford and Connecticut authors, and autograph letters, portraits, and material of every kind that will be interesting and throw light upon Mark Twain, his writings and life. Hartford seems to be in real earnest this time, and will undoubtedly find plenty of help outside of the city if its plans are made known and cooperation is invited.

So Dante Thought

"WANTED—Dante's Inferno. Must be in first-class condition."

—Advertisement in the Billboard.

WHEN an inferno's in bad condition, it's Hell.—*Life.*

BOOKSHOPPING



—the thrill of personal selection

that gives added pleasure to your enjoyment of books at home



Let us introduce you to the fascinating sport of ***bookshopping***—played by intelligent people who like to choose their own reading. We will be glad to show you, also, the BOOKSELECTION — a book selected each month for special recommendation. ¶ This month it is Anne Parrish's novel "All Kneeling." It is recommended to you by the A.B.A. Editorial Committee Harry Hansen, Joseph Margolies, Marion Dodd and Dr. Will Durant. Come in and see it!

Ask to see the BOOK SELECTION at these stores:

Paul Elder and Company
239 Post
The Emporium Book Department
Market Opposite Powell
Gelber-Lilienthal, Inc.
336 Sutter
Post Street Book Shop, The Children's Book Shop, 480 Post
A. M. Robertson
222 Stockton
Sage Library and Book Shop
1318 Polk
The White House Book Shop
Sutter and Grant

The BOOKSELECTION
for September is:

"ALL KNEELING"
A New Novel
by Anne Parish
Author of "Tomorrow Morning" and "The Perennial Bachelor"

The advertisement used by the booksellers of San Francisco in cooperating with the Bookshopping campaign. It will appear in two newspapers on Sunday September 9th

Book Club Selections

A. B. A. BOOKSELECTION

September—"All Kneeling" by Anne Parrish.

October—"Giant Killer" by Elmer Davis.

BOOK-OF-THE-MONTH CLUB

August—"John Brown's Body" by Stephen Vincent Benet.

September—"The Children" by Edith Wharton.

THE LITERARY GUILD

August—"The Happy Mountain" by Maristan Chapman.

September—"François Villon" by D. Bevan Wyndham Lewis.

THE RELIGIOUS BOOK CLUB

July—"Attitudes Towards Other Faiths" by Daniel J. Fleming.

August—"Science in Search of God" by Kirtley F. Mather.

Personal Notes

FLOYD H. NOURSE has succeeded Edward F. Allen as representative of the Rae D. Henkle Co. in the Pacific Coast territory.

LOUISE WOOD is now in charge of the gift corner in Braden Caldwell's bookshop in the Allerton House.

JOSEPH BREWER, of Payson & Clarke, Ltd., is abroad scouting for new material for his firm.

Correction

In the list of forty notable books selected by the American Library Association which appeared in the August 11th *Publishers' Weekly* the price of Logan Clendenning's "The Human Body" was given as $6.00. Tho this book was originally announced at $6.00 it has never sold at anything but $5.00.

Changes in Price

ALFRED A. KNOPF

"Dedication," by Viola Garvin, which was announced at $2.50, will be $2.00.

Business Notes

BALTIMORE, MD.—The Library Shop, Lillie V. McFee, has moved from 411 North Charles Street to 2 East Pleasant Street at Charles.

COLUMBUS, OHIO—The Linden Book Store has been opened at 2420 Cleveland Avenue by Blenn B. Denune.

HARRISONBURG, VA.—Spitzers Bookstore has been sold to the Nicholas Book Company at 75 South Main Street.

HOLLYWOOD, CAL.—Unity Pegues Book Shop has made an assignment to Sol Smith of Los Angeles for the benefit of its creditors.

LEXINGTON, MO.—Young's Book Store has been taken over by G. H. Bates and is now called the Book and Gift Shop.

MAPLEWOOD, N. J.—The Capitol Library is at 470 Boyden Avenue. It is owned by August Weinert who started a number of circulating libraries several months ago.

NASHVILLE, TENN.—Stokes & Stockell, Inc., is now a new bookshop at 224 Sixth Avenue. The proprietors are Elsie W. Stokes and Alice E. Stockell.

PITTSBURGH, PA.—Priscilla Guthrie's Book Shop, Union Trust Building and Schenley Apartments is in bankruptcy.

SAN FRANCISCO, CALIF.—Garden's Book Shop and Circulating Library, R. D. Garden, has been opened at 2088 Mission Street.

SANTA BARBARA, CAL.—L. T. Thatcher has purchased the Old Bookshop from S. L. Lewis and is now located at 908½ State Street.

TRADE LIST ANNUAL

The new Publishers' Trade List Annual is now being shipped as rapidly as the bindery can finish copies. As a daily average of only 100 is possible, there will be delays in deliveries until September 18th, when we promise all orders will have been shipped.

THE PUBLISHERS' WEEKLY

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Arabian Nights; ed. by Hildegarde Hawthorne; il. by Virginia Frances Sterrett. 308p. il. (pt. col.) Q [c.'28] Phil., Penn $5 bxd.

A handsome new edition of this children's classic.

Baker, Clara Belle, and Baker, Edna Dean

The pet pony, and other stories; primer. 164p. il. (col.) D (True story ser.) [c.'28] Ind., Bobbs-Merrill 64 c.

Balfour, Hearnden

The enterprising burglar. 305p. D c. Bost., Houghton $2

The story of a modern Robin Hood, who comes to the aid of the law when England is threatened with a social upheaval.

Bates, Sylvia Chatfield

That magic fire. 226p. D c. Bost., Houghton $2

Lucia, doubting her love for one man finds comfort and security in her marriage to another, until her first lover returns.

Bennett, Henry Stanley

England from Chaucer to Caxton. 258p. D (Eng. life in Eng. lit.) ['28] N. Y., Harcourt $2

The first in a new series of volumes in which literary selections are grouped under such heads as "Home Life," "Religion," "Prejudices, Follies and Fashions," etc.

Berkeley Anthony, pseud. [Anthony Berkeley Cox]

The silk stocking murders; a Roger Sheringham case. 253p. D (Crime Club) [c.'28] Garden City, N. Y., Doubleday, Doran $2

Introducing Roger Sheringham, popular novelist and amateur detective. The Crime Club selection for September.

Berlitz, Maximilian Delphinus

French with or without a master; a thorough and easy course for self-instruction or schools; v. 1. 237p. D c. N. Y., Estate of M. D. Berlitz, 30 W. 34th St. $1.25

Bierstadt, Edward Hale

Curious trials and criminal cases, from Socrates to Scopes. 366p. (bibl.) il. O c. N. Y., Coward-McCann $4

Stories of some unusual cases, most of which are not to be found in other collections.

Binns, Leonard Elliot, D.D.

The evangelical movement in the English church. 186p. (bibl. footnotes) D (The faiths: varieties of Christian expression) '28 Garden City, N. Y., Doubleday, Doran $2

Byrne, Donn

Destiny Bay. 350p. D '28, c.'25-'28 Bost., Little, Brown $2.50

Episodes in the lives of a family of Irish gentlefolk, seen thru the eyes of young Kerry MacFarlane. The author's last book before his death.

Castillo, Carlos

Lecturas introductorias. 150p. (bibls.) il., maps D (Univ. of Chic. junior college ser.; Spanish) [c.'28] Chic., Univ. of Chic. Press $1.50

Chalmers, Audrey

Stove-Pipe-Man and Sandy. 205p. il. D c. N. Y., Morrow $1.50

Sandy runs away with Stovie, has adventures with pirates and cannibals, but gets home in time for Christmas.

Additon, Henrietta

City planning for girls; a study of the social machinery for case work with girls in Philadelphia. 157p. (bibl. footnotes) O (Social service monographs, no. 5) [c.'28] Chic., Univ. of Chic. Press pap. $1.25

Allen, Eleanor Wyllys

The position of foreign states before German courts. 64p. (4p. bibl.) O (Bur. of Internat'l. Research) c. N. Y., Macmillan pap. apply

Allport, Gordon W., and Allport, Floyd H.

The A-S reaction study; a scale for measuring ascendance-submission in personality; manual of directions, scoring values and norms. no p. O [c.'28] Bost., Houghton pap. apply

Barnes, Charles C.

Directive study sheets in American history for high-school students. 125p. (bibl.) D [c.'28] Bost., Houghton pap. 36 c.

Blachly, Clarence Dan

Poems. 158p. Tt c. Takoma Park, Wash., D. C., Wash. College Press pap. apply

Bucy, Wilma Geneva

Why and how of Woman's Missionary Union. 86p. S [c.'28] Nashville, Tenn., S. S. Bd., So. Bapt. Convention pap. apply

Burke, Edmund J.

Lectures in biology, zoology. 232p. (bibl.) il., diagrs. O [[c.'28] N. Y., Fordham Univ. Press apply

Chesterton, Ada E. Jones, Mrs. Cecil Edward Chesterton [John Keith Prothero, pseud.]
St. Teresa. 273p. D c. Garden City, N. Y., Doubleday, Doran $2.50
The biography of a Catholic saint, founder of the Descalzos or Barefooted Ones, and descendant of a noble Spanish family.

Cleland, Herdman Fitzgerald
Our prehistoric ancestors. 395p. (13p. bibl.) il. (pt. col.) O c. N. Y., Coward-McCann $5
A history of man's slow progress from the hunting stage of the Old Stone Age into the Age of Iron, emphasizing the development of art.

Cockrell, Stephena
The hinge of heaven. 284p. D c. N. Y., Morrow $2
A romance of youth in the South, where tradition still lingers on, and in spite of which, Sally opened her antique shop.

Coe, Charles Francis
The river pirate; il. with scenes from the photoplay. 254p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

Crawford, Jack Randall
What to read in English literature. 409p. (2p. bibl.) O c. N. Y., Putnam $4.50
Reading lists in many fields of knowledge for the formation of a cultural background.

Daniel, Hawthorne
The seal of the White Buddha. 271p. il. (col. front.) O c. N. Y., Coward-McCann $2
"Being the tale of a New England girl in the year 1847 sailing aboard her uncle's clipper ship to distant China, and of the mystery, adventure and great good fortune which befell her."

Darwin, Bernard, and Darwin, Elinor Mary Monsell [Mrs. Bernard Darwin]
Tootleoo two. no p. il. (col.) obl. D [n. d.] N. Y., Harper bds. $2
For children—a whimsical tale in verse, published in London by the Nonesuch Press.

Dashiell, John Frederick
Fundamentals of objective psychology. 606p. (bibls.) il., diagrs. O [c. '28] Bost., Houghton $3
The author is professor of psychology in the University of North Carolina.

Day, Albert Edward
Present perils in religion. 215p. (bibl. footnotes) D [c. '28] N. Y., Abingdon $1.25
Sermons that seek the reality of religion.

De Witt, Margaret E.
Our oral word as social and economic factor, with a comprehensive group of old world euphonetigraphs. 354p. (bibl. footnotes) D (Dent's modern lang. ser.) '28 N. Y., Dutton $2.25

Du Bois, Mary Constance
Captain Madeleine. 276p. il. D [c. '28] N. Y., Century $1.75
How a fourteen-year-old girl defended a French outpost against the Mohawks—a story for girls based on a true historical incident.

Dull, Mrs. S. R.
Southern cooking [cook book]. 350p. il. O c. Atlanta, Ga., Author, 290 Elmira Pl., N.E. fab. $3.50

Emhardt, William Chauncey, and others
The eastern church in the western world. 159p. il. D [c. '28] Milwaukee, Morehouse Pub. Co. $1.75
A series of lectures delivered at St. Paul's Chapel, New York City, concerning churches such as the Greek and Russian ones, that have been established in America.

Erskine, Laurie York
Renfrew rides the sky. 278p. front. D '28, c. '27, '28. N. Y., Appleton $1.75
A popular hero's experiences in France in the Royal Flying Corps.

Federn, Karl
Richelieu; tr. by Bernard Miall. 253p. il. O [n. d.] N. Y., Stokes $4
A biography of an influential figure in French history by a Viennese writer.

Fitzhugh, Carroll
Mon ami Pierrot, and other plays. 255p. D c. Bost., Houghton $2
Six one-act plays dealing for the most part with the amusing problems of everyday life.

Fletcher, Joseph Smith
The shadow of Ravenscliffe. 304p. D [c. '28] N. Y., Clode $2
Many baffling incidents follow the apparition of the family ghost, an omen of death, to sixteen year old Sir Francis Langdale.

Folmsbee, Beulah
Guki the Moon Boy, and other plays. 155p. il., diagrs. D [c. '28] N. Y., Harcourt bds. $2.50
Five plays that are practical for children to act.

Forssell, Nils
Fouché, the man Napoleon feared; tr. by Anna Barwell. 255p. (6p. bibl.) il. O [n. d.] N. Y., Stokes $4
A biography of one of the central figures of the French Revolution.

Fowler, Guy
Lilac time; novelized from the screen play; il. from the photoplay. 271p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

Fraser-Simson, Mrs. Cicely
The swinging shutter. 328p. D [c. '28] N. Y., Dutton $2
A creaking shutter lends its gruesomeness to this mystery in the Scottish Highlands. The Dutton mystery for September.

Charm of old Charleston (The); a new world city of old world memories. 21p. il. Q (White pine monograph ser. on early Amer. architecture, v. 14 no. 2) c. '28 N. Y., R. F. Whitehead pap. 50 c.

Clymer, Reuben Swinburne
The Rosicrucians; what they are and what they are not. [2nd ed.] 46p. S [c. '28] [Quakerstown, Pa., Philosophical Pub. Co.] pap. apply

Committee on Discussion Courses for High School Boys. Jesus, and a boy's philosophy of life; a study course for boys 15 to 20 years of age. 93p. S c. N. Y., Ass'n. Press 60 c.

Cushman, Esther Cowles
The McLellan Lincoln collection at Brown University; a sketch. 21p. front. D (McLellan Lincoln coll., pub'n, 2) '28 Providence, R. I., Brown Univ. Lib. apply

Field Museum and the Child; an outline of the work carried on by the Field Museum of Natural History among school children of Chicago. 34p. il. O '28 Chic., Field Museum pap. apply

Frost, Elizabeth Hollister
The lost lyrist; il. from etchings by Henry Emerson Tuttle. 109p. O c. N. Y., Harper $2; lim. ed. $5
Many of these poems have appeared in magazines.

Fulton, Reed
Davy Jones's locker; an adventure story of the Astorian expedition. 330p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran $2
A boy is shanghaied on a vessel bound for fur-trading in Oregon, by way of the Horn.

Furniss, Ruth Pine
Gay. 288p. D [c.'28] N. Y., Harcourt $2
The story of a young sculptress, her career and her love affairs.

Fyleman, Rose
A princess comes to our town. 158p. il. (col. front.) D '28, c.'27, '28 Garden City, N. Y., Doubleday, Doran $2
A fairy princess visits a little English town on market day.

Ga'g, Wanda
Millions of cats. no p. il. obl. S c. N. Y., Coward-McCann bds. $1.25
Stories and pictures of an old man and an old woman, who wanted a cat to live with them so they would not be lonely.

George, M. Dorothy [Mrs. Eric George]
England in Johnson's day. 255p. D (Eng. life in Eng. lit.) ['28] N. Y., Harcourt $2

Gregory, Isabella Augusta Persse, lady
Three last plays. 280p. D '28 N. Y., Putnam $2
Including "Sancho's Master," an adaptation of Cervantes, "Dave," and "The Would-be Gentleman," a translation and adaptation of Molière's "Le Bourgeois Gentilhomme."

Gribble, Francis Henry
George Sand and her lovers; new ed. 394p. il. O [n. d.] N. Y., Dutton $5
A biography that makes use of the material George Sand herself prepared for posterity.

Guest, Edgar Albert
Harbor lights of home. 185p. D [c.'28] Chic., Reilly & Lee $1.25-$2.50
Another book of verse by this popular poet who writes of homey things.

Gunterman, Bertha L.
Castles in Spain, and other enchantments; il. by Mahlon Blaine. 261p. il. (pt. col.) D c. N. Y., Longmans $2.50
Spanish legends and romances told for boys and girls.

Halidah Adib, Khanum (Halidé Edib)
The Turkish ordeal; being the further memoirs of Halidé Edib. 407p. il. (col. front.), map O ['28] N. Y., Century $4
An emancipated Turkish woman, leader in the Nationalist movement, tells of the five bitter years thru which her country passed after the World War.

Harper, Theodore Acland, and Harper, Winifred Mary Hunter-Brown
Kubrik the outlaw. 300p. front. (col.) D c. Garden City, N. Y., Doubleday, Doran $2
An exciting story of far-eastern Siberia at the close of the Russo-Japanese War.

Harper, Wilhemina, ed.
Stowaway and other stories for boys; selected from the "Youth's Companion." 338p. il. O (Atlantic Mo. Press pub'n.) '28, c.'24-'28 Bost., Little, Brown $2
A wide variety in subject matter.

Hasbrouck, Louise Seymour
Those careless Kincaids. 248p. il. D [c. '27, '28] N. Y., Century $1.75
Rosemary and Delight Kincaid spend a summer on the St. Lawrence and surprise their conventional hostess by involving themselves in all sorts of adventures.

Hecht, Ben and MacArthur, Charles
The front page. 189p. D c. N. Y., Covici-Friede $2
The newspaper play now playing to capacity on Broadway.

Hendrix, William Samuel, and Porter, D. F.
Caballeros y escuderos. 178p. (bibls.) il. D (Univ. of Chic. junior college ser.; Spanish) [c.'28] Chic., Univ. of Chic. Press $1.50

Heward, Constance
Ameliaranne keeps shop; il. by Susan Beatrice Pearse. no p. il. (pt. col.) D [c.'28] Phil., McKay $1.50
A story for little children.

Heyliger, William [Hawley Williams, pseud.]
The Macklin brothers. 234p. front. D c. N. Y., Appleton $1.75
Garry and Owen Macklin learn co-operation at home as well as on the diamond at Castle Point School.

Hill, Frank Ernest
Stone dust. 93p. il. D c. N. Y., Longmans bds. $2
Poems of the machine age.

Hinchman, Walter Swain
Pedestrian papers. 207p. D c. Bost., Houghton bds. $2
Essays on a variety of topics.

Irwin, Wallace Admah [Ginger, pseud.]
Lew Tyler and the ladies. 320p. D c. Garden City, N. Y., Doubleday, Doran $2
A novel concerning a man, his wife, his son—and several ladies.

Gadd, Cyril John, and Legrain, Leon
Ur excavations text; I, Royal inscriptions. 124p. il. (separately bxd.), diagrs. Q (Pub'ns. of the joint expedition of the British Mus. and of the Mus. of the Univ. of Pa. to Mesopotamia), '28 [Phil. Univ. of Pa.] bds. $15

Graves, William Phillips, M.D.
Gynecology; 4th ed., rev. 1016p. (10p. bibl.) il. (pt. col.) O '28 Phil., Saunders $10.50

Green, Stanley J.
Industrial catalysis. 518p. diagrs. O '28 N. Y. Macmillan $14

Harris, Jessie W.
Home economics; home project record book for supervised home practice and home project work; rev. ed. 28p. Q [c.'25-'28] Bost., Houghton pap. 25 c.

Ho, Ching-Ju
Personnel studies of scientists in the United States. 64p. il., diagr. O (Contribs. to educ., no. 298) '28 N. Y., Teachers College, Columbia Univ. apply

Howe, Percy Rogers
Percy Howe's letters, in collaboration with "Brother Bill"; complete ser., 1927. 100p. il. O [c.'28] N. Y., Dental Digest apply

Hunt, Rev. Joel Ransom Ellis
The Lutheran Sunday school handbook; 3rd ed. 296p. D '28 Rock Island, Ill., Augustana B'k. apply

Jackson, Mrs. Helen Maria Fiske Hunt
Ramona [new ed.] 424p. il. D '28, c.'84, '12 Bost., Little, Brown $2.50

Jennings, Hargrave
The Rosicrucians; their rites and mysteries; 7th ed. 480p. (bibl. footnotes) il., diagrs. O [n. d.] N. Y., Dutton $4

Jessup, Philip Caryl
American neutrality and international police. 179p. (bibl. footnotes) D (World Peace Found. pamphlets, v. II, no. 3) c. Bost., World Peace Found. $1.25

Kaufman, Nathan
Shakespeare, what he means to you. 162p. (bibl. footnotes) il. D c. N. Y., George Dobsevage $2

Keller, Albert Galloway, and Bishop, Avard Longley
Commercial and industrial geography; rev. ed. 362p. il. (col. front.), maps, diagrs D [c.'28] Bost., Ginn $1.28

Kipling, Rudyard
A book of words. 286p. O '28, c.'14-'28 Garden City, N. Y., Doubleday, Doran $3
Selections from speeches and addresses delivered between 1906 and 1927.

Lamprey, Louise
The Treasure Valley. 348p. (bibl.) il. (pt. col.), diagr. D [c.'28] [N. Y.] Morrow $2.50
A story of adventure in the days of the Crusades, for young people.

Lang, John
The blight; a novel. 494p. D [c.'28] N. Y., P. Eckler Pub. Co. $2

Langstaff, John Brett
From now to Adam; il. by Luxor Price. 202p. il. (col.) O c. N. Y., Harper $5
Bible stories told as a little boy's adventures among Old Testament people: a large panel, consisting of the illustrations, which give Old Testament history in pictorial form, is inserted in the back of the book.

Lansing, Marion Florence
Magic gold; a story of the time of Roger Bacon. 310p. il. (col. front.) O c. Bost., Little, Brown $2
How Roger, the twelve-year-old heir of Haddon Towers, tries to save its honor by his work as apprentice to his father's alchemist. For young people.

Lazar, pseud.
The ghost epigrams of Oscar Wilde, as taken down through automatic writing [lim. ed.]. 36p. D c. N. Y., Covici-Friede bds. $3

Leslie, Doris
Fools in mortar. 339p. D [c.'28] N. Y., Century bds. $2
A story of a young girl's mental and emotional life.

Lewis, D. B. Wyndham
François Villon; a documented survey; preface by Hilaire Belloc. 426p. (3p. bibl.) front. (por.) O c. N. Y., Coward-McCann $5
A biography of a great French poet of the Middle Ages. The Literary Guild selection for September.

Lewis, Wyndham
The Childermass; pt. 1. 322p. O c. N. Y., Covici-Friede $3
An unusual piece of fiction concerning those who have died and are assembled in great concentration camps to be judged. The second part will be published next spring.

Liddell Hart, Captain Basil Henry
The remaking of modern armies. 327p. diagr. O (Atlantic Mo. Press pub'n.) '28 Bost., Little, Brown $3.50
A survey of the new problems of warfare.

Littell, Philip
This way out. 314p. D c. N. Y., Coward-McCann $2.50
An ironical tale of human problems—starring Adam and Eve.

Logan, Harold A.
The history of trade-union organization in Canada. 440p. (2p. bibl.) O (Materials for the study of business) [c.'28] Chic., Univ. of Chic. Press $4

Louys, Pierre
Psyche; ed. by Claude Farrère; il. by Majeska [lim. ed.]. 199p. il. (pt. col.) O c. N. Y., Covici-Friede $12.50 bxd.
This novel was never published during the author's life-time, and most of the last part has been destroyed, but the editor tells the original ending, which he read in the author's manuscript.

McCants, Elliott Crayton
White Oak Farm. 348p. D c. N. Y., Longmans $2
A romance of South Carolina during reconstruction days.

McFee, William
The life of Sir Martin Frobisher. 290p. il., maps O (Golden hind ser.) c. N. Y., Harper $4

Mackenzie, Compton
Extraordinary women; theme and variations. 391p. O c. N. Y., Macy-Masius: Vanguard Press $2.50
A modern novel laid in the ancient island of Sirene, and centering about three extraordinary women, devotees of Sappho.

McLean, Margaret Prendergast
Good American speech. 320p. (2p. bibl.) diagrs D [c.'28] N. Y., Dutton $2
Teaching a standard speech in America.

Malkus, Alida Sims
The dragon fly of Zuñi. 213p. il. O [c.'28] N. Y. Harcourt $2.50
The story of an Indian girl in New Mexico, her romance with Blue Feather and her friendship for a little white girl.

Jacobs, Charles Louis
The relation of the teacher's education to her effectiveness. 97p. (2p. bibl.) il., diagrs. O (Contribs. to educ., no. 277) '28 N. Y., Teachers College, Columbia Univ. apply

Jessup, Philip Caryl
The United States and treaties for the avoidance of war; text of the Briand-Kellogg treaty, signed Feb. 6, 1928. 71p. D (Internat'l. conciliation, no. 239) ['28] N. Y., Carnegie Endowment for Internat'l. Peace pap. 5 c.

[Jull, Morley Allen, and Lee, Alfred Rogers]
Poultry houses and fixtures. 32p. il., diagrs. O (Farmers' bull., no. 1554) ['28] [Wash., D. C., Gov't. Pr. Off.; Sup't. of Doc.] pap. 10 c.

Marcu, Valeriu
Lenin; tr. by E. W. Dickes. 412p. il. O c. N. Y., Macmillan $5
A biography of the great Russian leader that presents a vivid chapter in contemporary history.

Maupassant, Guy de
Selected stories from Guy de Maupassant; ed. by Olin H. Moore and George R. Havens. 275p. il., map S (Internat'l. modern lang. ser.) [c.'28] Bost., Ginn 84c

Meader, Stephen Warren
Longshanks. 243p. il. D [c.'28] N. Y., Harcourt $2
Tad Hopkins, from New York, near victim of kidnapping, meets young Abe Lincoln on his first trip down the Mississippi, and travels under his protection to New Orleans.

Melville, Lewis, pseud. [Lewis S. Benjamin]
The star of Piccadilly; a memoir of William Douglas, fourth Duke of Queensberry, K.T. (1725-1810) 327p. il. (col. front.) O '28 Garden City, N. Y., Doubleday, Doran $7.50 bxd.
Biography of "Old Q," a notorious eighteenth-century dandy, contemporary of Beau Nash and Beau Brummell.

Miln, Mrs. Louise Jordan
The flutes of Shanghai. 356p. D c. N. Y., Stokes $2
A story of the clash of east and west in modern Shanghai—and the love story of the flute girl.

Moore, Virginia
Rising wind. 282p. D [c.'28] N. Y., Dutton $2.50
An historical romance of Civil War days in which a southern girl is torn by two conflicting loves. The Dutton book of the month for September.

Morison, Stanley, ed.
The Fleuron, v. 6; a journal of typography. 264p. il. Q '28 [Garden City, N. Y.] Doubleday, Doran $7.50; lim. ed. $25

Nason, Leonard H.
The top kick. 309p. D '28, c.'25-'28 Garden City, N. Y., Doubledav Doran $2
More war stories by the author of "Chevrons."

Nathan Robert
The bishop's wife. 208p. D [c.'28] Ind., Bobbs-Merrill $2
The new archdeacon comes to help the bishop in his work, and finds the lovely bishop's wife is lonely.

Nisbet, Mary
The letters of Mary Nisbet of Dirleton, Countess of Elgin; ed. by Lieut.-Colonel Nisbet Hamilton Grant. 370p. il. O '28 N. Y., Appleton $5
The spirited correspondence of the Countess of Elgin, wife of Lord Elgin, who brought the famous Elgin marbles to England.

Nordhoff, Charles Bernard
The derelict. 242p. il. O (Atlantic Mo. Press pub'n.) c. Bost., Little, Brown $2
Further adventures of Charles Selden and his native friends in the South Seas.

North, Robert Carver
Bob North by canoe and portage. 207p. il. D (Putnam's boys' b'ks. by boys) c. N. Y., Putnam $1.75
Bob North, youthful explorer, writes of his adventures in the wilds of Canada.

Oxford and Asquith, Herbert Henry Asquith, 1st earl of
Memories and reflections, 1852-1927; 2v. 355p.; 326p. (bibl. footnotes) il., diagr. (col.) O c. Bost., Little, Brown $10 bxd.
The reminiscences of the former British Prime Minister, with a foreword by Margot Asquith.

Parker Arthur Caswell (Gawass Wanneh)
Rumbling Wings, and other Indian tales. 291p. il. (pt. col.) O c. Garden City, N. Y., Doubleday, Doran $3
Skunny Wundy was sent to live with Rumbling Wings to learn wisdom, and here are the marvelous legends he heard.

Parker, Captain H. and Bowen, Frank C.
Mail and passenger steamships of the nineteenth century; the Macpherson collection, with iconographical and historical notes. 351p. il. (pt. col.) Q [n.d.] Phil., Lippincott buck. $20

Parrish, Anne [Mrs. Charles Albert Corliss]
All kneeling. 322p. D c. N. Y., Harper $2.50
The story of Christabel, who, beneath her exterior sweetness, possessed deliberate selfishness of purpose. Chosen by the American Booksellers' Association as the outstanding novel for September.

Pennell, Elizabeth Robins [Mrs. Joseph Pennell], and Pennell, Joseph
The art of Whistler. 222p. il. S [c.'28] N. Y., Modern Library flex. fab. 95c.

Prairie tales; retold from St. Nicholas. 207p. il. D ['28] N. Y., Century $1.25
Stories for young people, that have appeared in *St. Nicholas Magazine.*

Proctor, Mary
Romance of the moon. 274p. (bibl. footnotes) il., map D c. N. Y., Harper $2.50
Scientific knowledge of the moon for the layman.

Rabelais, François
The lives, heroic deeds and sayings of Gargantua and his son Pantagruel; tr. by Sir Thomas Urquhart and Peter Le Motteux. 1056p. D '28 N. Y., Simon & Schuster $3.50
A one-volume edition of the original translation.

Raine, William MacLeod
The Yukon trail; photoplay title The grip of the Yukon; il. with scenes from the photoplay. 330p. D (Popular copyrights) [c.'17] N. Y., Grosset 75c.

Reeves, Earl, and Hoover, Herbert Clark
This man Hoover. 255p. il. D [c.'28] N. Y., Burt 75c.
The first part is a biographical sketch, the second is compiled from Hoover's own utterances.

Richstaetter, Rev. C.
A daughter of the Cross; life and mystical letters of Sister Emilie. 318p. front. (por.) D ['28] N. Y. P. J. Kenedy $2.75

Malcom, Roy
The spirit of American democracy. 40p. D ['28] [Los Angeles, Caslon Pr. Co.] apply

[Parker, Joseph Bachelor]
Improving dairy herds. 4p. il. O (U. S. Dep't. of Agri., leaflet no. 19) '28 Wash., D. C. [Gov't. Pr. Off.; Sup't. of Doc.] pap. 5c.

Robertson, E. Arnot
Cullum. 314p. D [c. '28] N. Y., Holt $2.50
A novel built about the character of a fascinating man, who passes gaily thru the lives of others, leaving a desolate track.

Robida, Albert
Treasure of Carcassonne; tr. by Frederic Taber Cooper; il. by Dorothy Lathrop. 213p. il. (col. front.) D c. N. Y., Longmans $2
An historical tale of some French children in the ancient walled city.

Rogers, Stanley
Ships and sailors; tales of the sea; il. by the author. 303p. il. (col. front.) O '28 Bost., Little, Brown $2.50
Many aspects of sea life, colorfully told to appeal to the adventure-loving.

Ross, Edward Alsworth
World drift. 232p. D [c. '28] N. Y., Century $2
Articles and addresses of a prominent American sociologist.

Sandford, William Phillips, and Yeager, Willard Hayes
Principles of effective speaking; a text for colleges and universities. 430p. D c. N. Y., Nelson $2.25

Schmidt, Franz
A hangman's diary; ed. by Albrecht Keller; tr. by C. Calvert and A. W. Gruner. 257p. il. O '28 N. Y., Appleton $3.50
The journal of the public executioner of Nuremburg, Germany, from 1573 to 1617.

Seldes, Gilbert Vivian
The stammering century. 432p. (bibl.) il. O [c. '28] N. Y., John Day $5
A chronicle of certain minor movements of the nineteenth century in America—a history of fads, manias and charlatanry.

Seymour, Flora Warren
The boys' life of Frémont. 288p. il. D [c. '28] N. Y., Century $2

Sheppard, Alfred Tresidder
Here comes an old sailor. 364p. D '28, c. '27 Garden City, N. Y., Doubleday, Doran $2
An old sailor, rescued on the shores of Kent, tells his strange and romantic story of the sea struggle between England and France in the thirteenth century.

Sherman, Edith Bishop
Upstairs downstairs. 312p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran $2
The adventures experienced by four young heroines in a boarding school in the Blue Ridge Mountains.

Shmelov, Ivan
Inexhaustible cup; tr. by Tatiana Dechtereva France. 159p. D [c. '28] N. Y., Dutton $2
The deep religious feeling and human love of a young Russian painter result in a masterpiece of curious power.

Shipley, Joseph T.
The art of Eugene O'Neill. 34p. D (Univ. of Wash. chapb'ks., no. 19) c. Seattle, Wash., Univ. of Wash. B'k. Store pap. 65 c.

Small, Austin J. [Seaward, pseud.]
The master mystery. 341p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran $2
Everything red in Gairlie Castle disappears—culminating in the theft of the Gairlie collection of rubies, followed by three strange murders.

Smith, Kate, and others
English grammar; correct and effective use. 367p. D [c. '28] Bost. Ginn $1.40

Smith, Mrs. Mabell Shippie Clarke
The story of Napoleon; foreword by Ida M. Tarbell. 382p. il. (col.), maps O [c. '28] N. Y., Crowell $2.50
Told for young people.

Rorem, Clarence Rufus
The bank's English; a series of bulletins on some important aspects of bank correspondence. 43p. D [c. '28] [Chic., Amer. Inst. of Banking] apply

Rosenhaltz, Joseph L.
Applied chemistry, for nurses; 2nd ed., rev. by Alice S. Gilman. 220p. il. D '28 Phil., Saunders $2

Ross, Harold Ellis
A laboratory guide in dairy industry for agricultural and vocational schools. 134p. (bibls.) il., diagrs. D '28 Phil., Lea & Febiger apply

Shaw, George Bernard
The art of rehearsal. 14p. T [c. '22, '28] N. Y. S. French pap. gratis

[Shepherd, Joseph Benjamin]
Care of the dairy calf. 8p. il. O (U. S. Dep't. of Agri., leaflet no. 20) '28 Wash., D. C. [Gov't. Pr. Off.; Sup't. of Doc.] pap. 5 c.

Simmons, Cornelia Helen
The road to success. 77p. S [c. '28] N. Y., Author, 4 W. 93rd St. pap. $1; 60 c.

Stiles, Charles Wardell, and Hassall, Albert
Key-catalogue of insects of importance in public health. 117p. O (U. S. Hygienic lab., bull., no. 150) '28 Wash., D. C., Gov't. Pr. Off.; Sup't. of Doc. 20 c.

Stilz, Eva M.
God working through mankind; 6th b'k., junior—third year, for the pupil. 82p. il. D (Religious educ. texts for weekday schools) [c. '28] Phil., United Lutheran Pub'n. House 50 c.

God working through mankind; 6th b'k. junior—third year, for the teacher. 120p. il. D (Religious educ. texts for weekday schools) [c. '28] Phil., United Lutheran Pub'n. House 75 c.

Taylor, Albion Guilford
Labor policies of the National Association of Manufacturers. 184p. (10p. bibl.) diagr. O (Univ. of Ill. studies in social science; v. 15, no. 1) [c. '28] Urbana, Ill., Univ. of Ill. pap. $1.50

Thierry, James Francis
The Protestant plot against Al Smith; a reply to Hoover, Heflin & Co. 32p. D [c. '28] N. Y., Mersuay Co., 15 Park Row pap. 25 c.

Thomas, Minor Wine
Public school plumbing equipment. 128p. (3p. bibl.) diagrs. O (Contribs. to educ., no. 282) '28 N. Y., Teachers College, Columbia Univ. apply

U. S. Patent Office
General information about protection of trade marks, prints and labels; rev. 24p. O ['28] [Wash., D. C., Gov't. Pr. Off.; Sup't. of Doc.] gratis

Vigneron, Robert
Explication de textes; and its adaptation to the teaching of modern languages. 25p. (bibl. footnotes) S [c. '28] Chic., Univ. of Chic. Press pap. 40 c.

Weber, Gustavus A.
The food, drug, and insecticide administration; its history, activities and organization. 142p. (16p. bibl.) O (Inst. for Gov't. Research, monograph no. 50) c. Balt., Johns Hopkins Press $1.50

Wilson, Frank Thompson
Learning of bright and dull children. 56p. (6p. bibl.) il., diagrs. O (Contribs. to educ., no. 292) '28 N. Y., Teachers College, Columbia Univ. apply

Snell, Roy Judson
Johnny Longbow. 310p. D (Mystery stories for boys) [c.'28] Chic., Reilly & Lee $1
About a mystery mine in the Arctic.

Steuart, John Alexander
Robert Louis Stevenson; a critical biography; 2 v. [new ed.] 439p.; 352p. fronts. (pors.) D '28, c.'24 Bost., Little, Brown $4

Storck, John
Man and civilization; an inquiry into the bases of contemporary life; 3rd rev. ed. 454p. (bibls.) diagrs. O [c.'26, '27] N. Y., Harcourt $3.75

Story, Walter Scott
Boy heroes of the sea. 274p. il. D [c.'28] N. Y., Century $1.75
Stories that have appeared in boys' magazines.

Tennant, F. R., D.D.
Philosophical theology; v. 1, The soul and its faculties. 438p. (bibl. footnotes) O '28 [N. Y., Macmillan] $6.50

Tested plays for high schools; by students of the drama classes of the Louisville Girls High School. 137p. D [c.'28] Bost., W. H. Baker bds. $1

Thompson, Dorothy [Mrs. Sinclair Lewis]
The new Russia. 337p. (bibl. footnotes) il., diagr. O [c.'28] N. Y., Holt $3
An American newspaper correspondent reports her findings in Russia, after a decade of Soviet rule.

Thompson, Ernest Thorne
New England; twelve woodcuts; foreword by Bertha E. Jaques. no p. il. O (Univ. of Wash. chapb'ks., no. 18) c. Seattle, Wash., Univ. of Wash. B'k. Store pap. 65 c.

Thornton, Walter Miller
How to become a Christian; the message of a layman. 58p. front. D [c.'28] N. Y., Revell pap. 60 c.

Tully, Jim
Beggars of life; il. with scenes from the photoplay. 336p. D (Popular copyrights) [c.'24] N. Y., Grosset 75 c.

Turnbull, Mrs. Agnes Sligh
The wife of Pontius Pilate; a story of the heart of Procla. 60p. D [c.'28] N. Y., Revell bds. 60 c.

Turnbull, Margaret
The handsome man. 361p. D [c.'28] Chic., Reilly & Lee $2
Because he is handsome, Sir George, an impoverished young Scotch nobleman, and his stepmother come to America.

Van Loon Hendrik Willem
Life and times of Pieter Stuyvesant [il. by the author]. 350p. O [c.'28] N. Y., Holt $4
The story of the last Dutch governor of New Amsterdam.

Wallace, Edgar
The Clever One. 300p. D (Crime club) '28, c.'27, '28 Garden City, N. Y., Doubleday, Doran $2
The Clever One put half a million dollars worth of forged banknotes in circulation every year—until Superintendent Bourke of Scotland Yard got on his trail.

Washburn, Robert Collyer
Samson. 310p. D [c.'28] N. Y., J. H. Sears $2.50
The ancient hero Samson, and his love for three women told in modern style.

Wells, Herbert George
The Open Conspiracy; blue prints for a world revolution. 212p. D c. Garden City, N. Y., Doubleday, Doran $2
A plan for a new world order.

Weston, Harold
The bride's progress. 305p. D c. N. Y., Morrow $2.50
The married life of an idealistic young Irish girl among a group of European sophisticates on the Italian Riviera.

White, Eliza Orne
The adventures of Andrew. 162p. il. D c. Bost., Houghton $1.75
The lovable and impish Andrew plays an important part in a romance, without knowing it. A child's story that can be enjoyed by grown-ups.

Wilson, Romer [Mrs. E. J. H. O'Brien], ed.
Green magic. 448p. il. (pt. col.) D [c.'28] N. Y., Harcourt $2.50
"A collection of the world's best fairy tales from all countries."

Winters, Jane
Cornelia's customers. 300p. il. D [c.'28] N. Y., Century $1.75
"Neal" and her brother manage a village grocery store.

Winwar, Frances [formerly Francesca Vinciguera]
The golden round. 325p. D [c.'28] N. Y., Century $2
A story of the rise and fall of Pier, favorite of the emperor, in Italy of the thirteenth century.

Wolfe, Humbert
Cursory rhymes; il. by Albert Rutherston. 124p. D '28, c.'27 Garden City, N. Y., Doubleday, Doran bds. $2
Poems for children.

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Arabian nights. $5 *Penn*
Art of Eugene O'Neill, The. Shipley, J. T. 65 c. *Univ. of Wash. Bk. Store*
Art of Whistler, The. Pennell, E. R. 95 c. *Modern Library*
Beggars of life. Tully, J. 75 c. *Grosset*
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Blight, The. Lang, J. $2 *P. Eckler Pub. Co.*

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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

VOLUME XLI of the English "Book Prices Current," published by Elliot Stock, with the record of sales held in London and New York from October, 1926, to August, 1927, filling more than 1,000 pages, is now ready for collectors and the trade. The record includes the final portion of the famous Britwell Library, the dispersal of which has been progressing since 1910, and the beginning of the remainder of the great Holford Library. The libraries of the great English collectors, that may be sold under the hammer, are not likely to figure again in sales records to the extent that they have done in the last decade. Future seasons must depend more largely upon the hundreds of minor collections of Great Britain, many of which contain great rarities, for its auction sales. Many of these collections have been very quietly brought together, or handed down from one generation to another, and are unknown to bookmen. It is the opinion of bibliographers that London will never see so many large and valuable collections sold in the same length of time as during this quarter of a century. In his preface to this issue of the "Book Prices Current" the editor refers to a few of the outstanding items of the season, among them the Anhalt Gospels, a 10th century manuscript which brought £9,000; the manuscript of Sir Philip Sidney's "Defence" of the Earl of Leicester; the four folios of Shakespeare, £6,000; John Bunyan's little "Book for Boys and Girls," 1686, £2,100; and two copies each of the Kilmarnock Burns, and Gray's "Elegy."

THE La Scala Opera House, in Milan, has just been celebrating its 150th anniversary since its foundation in August, 1778. Interest in the event centered in the exhibition of historical operatic material from the most part from the Scala Museum itself, but including also the scenographic collection of the Verdi exhibit from the Archaeological Museum of Parma, many selections from private cellections, and loans from various music publishing houses. The origin of this museum, inaugurated in 1913, is interesting in that it is due to J. Pierpont Morgan, who generously renounced acquiring the Sambon collection, then on sale in Paris, when he learned that a Milanese committee was negotiating its purchase, with the aid of a public subscription and a government subsidy. The Sambon theatrical collection, which is the nucleus of the museum, was already singularly complete. The art critic and historian, Senator Corrado Ricci, one of the committee, remarked at the time that from then on the French, when they wish documentation to write the history of opera, will be obliged to go to Milan. Since then, thru generous public contributions, large accessions have been made to the museum, including autograph letters, manuscripts, paintings and rare books relating to operatic history. The general interest in the autographic material, from all classes of visitors, has been the cause of frequent remark among the correspondents of the press.

CONTINUING its custom of issuing as a frontispiece to its annual report a reproduction of some of its unique or rare treasures, the Chapin Library of Williams College presents this year a facsimile of the first page of a possibly unique edition of verses by Edmund Waller. This is referred to in Waller's "Poem on St. James's Park" which was printed in 1661 as pp. 3—9 of a folio of sixteen pages. A foot-

note on page 15 of this edition reads: "The Reader is desired to take notice that a false copy of these verses on St. James's Park was surreptitiously printed on one sheet, without the author's knowledge and consent, several lines being left out." Thomas J. Wise in the catalog of the Ashley Library, in recording the authorized edition says that no example of the surreptitious sheet is known to exist. The copy in the Chapin Library is of this surreptitious first edition on a single sheet. It consists of a single sheet folded once with four pages of text from which several lines are omitted, probably due to the haste with which it was printed. At the bottom of page 4 is the imprint "Printed for Tho. Dring" while the authorized edition has the imprint "London, Printed for Gabriel Bedel and Thomas Collins at Middle-Temple-Gate, 1661."

THE Fanfrolico Press, of London, has just printed the initial number of a new periodical which is said to represent a new idea. Its title is *The London Aphrodite* and the contributors are Jack Lindsay, Powys Mathers, Hugh McCrae, Robert Nichols, Liam O'Flaherty, Kenneth Sessor, Stanley Snaith, P. R. Stephensen, and others. There will be only six numbers, published bi-monthly. Elkin Matthews and Marrot have in preparation a new series of limited editions to be known as the "Woburn Books." Each volume will contain a new short story by a writer of today, and each copy will be signed by its author. The first seven volumes are by G. K. Chesterton, T. F. Powys, Shelia Kaye-Smith, Martin Armstrong, Liam O'Flaherty, Stella Benson, and Osbert Sitwell. Both of these "new ideas" have the collector in mind, especially those interested in first editions of modern authors. There are other books among the fall announcements that indicate that the publishers do not intend that the collectors shall be overlooked.

MARSDEN J. PERRY has just printed a little brochure descriptive of his Kelmscott collection, with a foreword by George Parker Winship, which has been presented to members of the Grolier Club. The collection contains all the Kelmscott Press books printed on vellum, and paper copies of those which were not printed on vellum to make the series complete. In addition there are many odds and ends printed at the Kelmscott Press, including various lists of publications, announcements of new books, 243 items in all. There are also a few Morris manuscripts and letters, Morris's own copy of the Bible in German, printed at Augsburg by Zainer, in two folio volumes, in a type that is said to have had a direct influence on Morris when designing his Chaucer type. The brochure was printed at the Merrymount Press, in a type reminiscent of the Kelmscott Press, and in a manner that would have pleased Morris.

THE evolution of the title page is traced in a representative collection soon to be published by John Lane under the title, "One Hundred Title Pages, 1500 to 1800," selected and arranged by A. F. Johnson, assistant keeper of printed books in the British Museum. Some examples have been chosen for their woodcuts or engraved borders, but the typographic setting has, in general, been the guide adopted, one of the objects being to reveal ways of meeting practical difficulties which are much the same to producers of books now as they were then.

DURING the world war *The London Times* issued a series of penny broadsheets, consisting of extracts from the best English literature, ranging from the Bible to Jorrocks, chosen chiefly by the late Sir Walter Raleigh with the object of interesting and comforting England's fighting men. Partly as a record of enterprise, partly as a miscellany of fine writing, Methuen will publish a selection of these extracts under the title of "A Book of Broadsheets," with an introduction contributed by the editor of *The Times*.

ELKIN MATTHEWS and Marrot announce a guide to "First Editions of Today and How to Tell Them," by H. S. Boutwell, a feature of which is a series of detailed statements by the various publishers themselves as to the signs (or absence of signs) by which their first printings of living authors may be identified.

The Weekly Book Exchange

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Michell. Hugh Wynne. 1st ed.
Barrie, J. M. 1st eds., fine copies.

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Any other New Jersey items, Historical or Biographical.
Andes. Treatment of Paper for Special Purposes.
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Hammond. Bibliographical Manual to Chaucer.
Ten Brink. History of English Literature.
Pierce. Masterpieces of Modern Drama.
Lounsbury. Library Studies in Chaucer.

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Huckleberry Finn. Twain.
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